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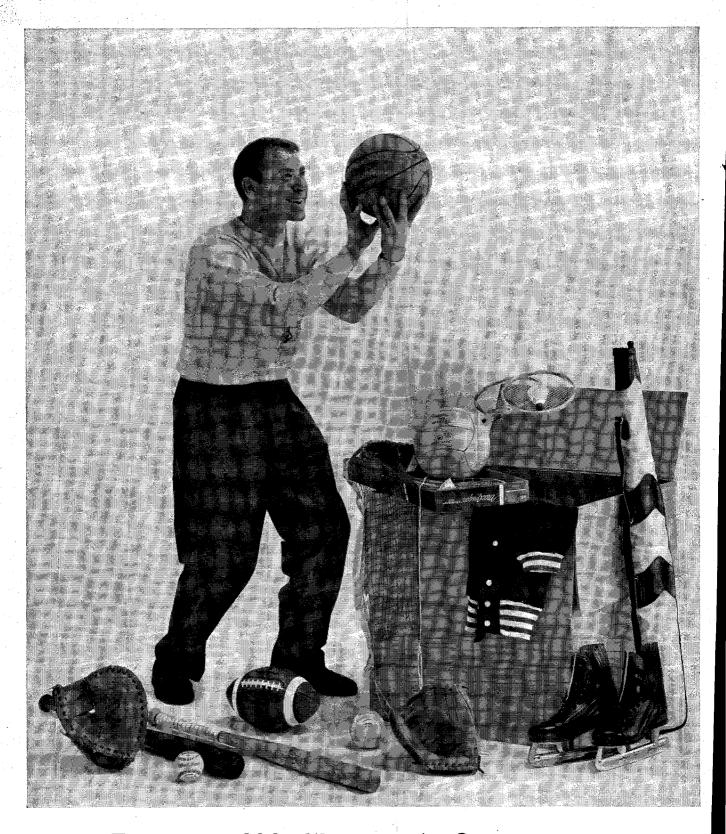
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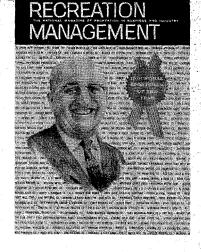
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CIRCULATION MANAGER DOROTHY B. MORRISON

JANUARY 1962

Volume 5, Number 1

This month's cover is dedicated to capable and popular Andy Thon of the Milwaukee County Industrial Recreation Council. He's been named as your "Sportsman Of The Year".



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SPORTS:

as valuable to the factory as to the school

In today's spotlight on effective industrial relations "tools," we are too prone to think of pensions, hospitalization policies, vacation programs and the many so-called fringe benefits including the coffee break.

Many of these programs—if properly set up, administered and well understood by employees—can contribute to good employer-employee relationships. Still, there are some less glamorous activities which can match these programs in reaching the goals of industrial relations.

Among these less glamorous activities, I list "just good human contact," honest communications and a solid program of employee social activity and recreation.

There is no atmosphere nor setting where people, no matter what their economic or social status, feel more friendliness than the recreation atmosphere; whether it be at the bowling alley, card club, baseball diamond, golf course or company smoker.

There is so much more to a harmonious company-personnel relationship than "just getting along with the boss." Each and every employee must get along well with each and every other employee to guarantee a smooth-running company.

What are the basic underlying values of sports-recreation-social activities that make such a valuable contribution to our lives not only as youngsters, teenagers and collegians, but also as adults—as valuable to the morale and harmony of the school as to the morale and harmony of the factory or business office? May I list my ideas?

Cooperation and teamwork. There can be no productive efficiency or company success without harmony from top to bottom. There can be no successful industrial relations record without understanding between salesman and engineer, production planners, machinists, assemblers, truckers.

There can be no "pointing of fingers" at one department by another. It is a matter of winning the game, just like a pitcher bears down after a teammate's error, or the batters go to work after a pitcher has slipped.

Richard S. Falk Vice President The Falk Corporation

Recognition of the ability of others. In our lifetime, all of us meet, read of or know persons who surpass us either in the areas of wealth, physical or mental ability, accomplishment or public recognition. This provides incentive that stirs our competitive spirit, all for the good. But we can't always win. We must often recognize the ability of others as greater than our own, accepting a secondary position without dampening our spirit or slackening our ambitions.

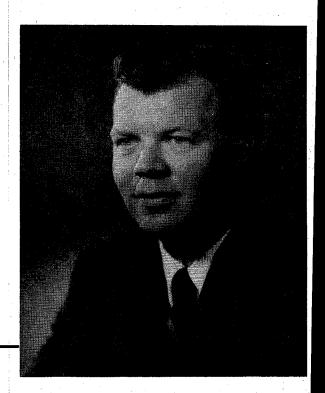
Sports give us our first lesson in this area as youth. Sports, recreation and social activities sponsored under a well-planned program in industry can do a continuing job in this area.

Playing the game under rules. We learn to play sports and other games according to the rules. This background helps in understanding and following the rules necessary in plant operations. Sports develop a sense of fair play and the ability to accept someone else's decision whether he be the referee or the supervisor.

Development of leadership. Industrial recreation programs give many employees their only opportunity to display leadership qualities. Many firms use this experience as a basis for choosing men for promotions and future positions of leadership.

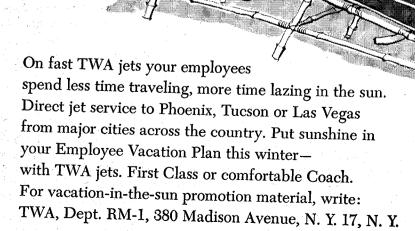
Conclusion. That is my case for the industrial recreation program as a very important segment in any company's employer-employee relations effort.

Such fringe benefits as pension, vacation or hospitalization plans do not bring people in human contact, do not develop those friendships or the team spirit that a recreation program can and does.





PHOENIX TUCSON LAS VEGAS







Industrial recreation's

SPORTSMAN OF THE YEAR

With capable and sincere leadership Andy Thon has built the Milwaukee County Council into the nation's largest, most active

B eer, the Braves and a thrifty, determined German ancestry are immediately called to mind by the mere mention of Milwaukee.

But those familiar with the specialized field of industrial recreation add a fourth characteristic. Unquestionably the largest and, by popular opinion, the most active and best organized local industrial recreation council is found within the county limits of the Wisconsin metropolis.

Drawing from a population which ranks 13th among the nation's largest cities, the Milwaukee County Industrial Recreation Council has attracted a membership which is easily twice the size of any comparable group.

Inter-plant competition for the employees of Council-member industrial firms spans 11 different sports plus an expanding women's program (see box, opposite page).

A complete social and professional program is sponsored on a year-around basis for Council representatives, the industrial recreation managers of its member-companies.

In addition, the MCIRC provides program aids, surveys and special reports; a service which is seldom even attempted on the local level.

Many factors contribute to the outstanding record of this remarkable organization. Of these, one, if not the most significant lies in the nature and ability of the man who runs the show: Andrew J. Thon.

As part-time executive secretary since 1946, Andy Thon has brought to the MCIRC a unique brand of quiet, yet energetic and positive leadership. In Andy's 15 years, the Milwaukee

Council has grown from a struggling 35-member, five-activity organization to its present lofty status.

For sheer numbers, the Council reached a milestone in its history last summer when membership hit 100.

It would be difficult to measure the extent of Thon's contribution to this record, but the men who should know the best, the Council representatives, gladly give the credit to Andy.

Recreation Management is pleased to join officially with this wide circle of admirers by naming him industrial recreation's Sportsman of the Year.

Created as a means to honor outstanding achievements in industrial sports, the presentation of the Sportsman of the Year Award to Andy Thon is particularly appropriate.

In 1959, the first award cited Harvey Sterkel, a laboratory technician for Stephens-Adamson Mfg. Co., whose record-breaking softball pitching exemplified the skill and spirit of employee-athletics.

For 1960, Ray Detrick, recreation assistant at Goodyear Tire & Rubber Co., was named to the honor for his extra-duty efforts in originating and operating the national industrial bowling and golf tournaments.

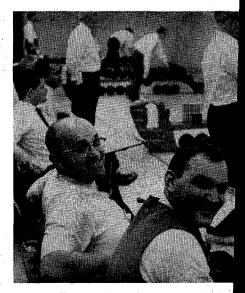
Andy Thon, a sporting goods retailer by trade, has earned the 1961 award for proving the role of a city council as a vital, successful segment of industrial recreation.

Born on July 10, 1913 in Hartford, Wis., young Andy was quick to show an aptitude for sports. Before graduating from grammar school with highest honors, he pitched a string of 30 consecutive victories in a Milwaukee schoolboy softball league. From this time on, Andy's youth brought a fantastic accumulation of city championship medals in baseball, softball and basketball. During one five year period, Thon coached or played on 20 championship teams.

The sports background soon paid off. Graduating from high school during the depression years, Andy picked up an extra \$3 a week playing with a semi-pro basketball team. This was almost as much as the 16¢ an hour he was paid for his night job at the Holeproof Hosiery Co.

Enrollment in a business school followed by several long years of night school brought better jobs, but no decrease in Andy's sports activity.

Besides playing, Thon took up coach-



Continually expanding the program, Andy waits his turn in this year's first MCIRC representatives bowling tournament.

ing with a team of former high school basketball players. Winning the major city championship, this team gained immortality in Ripley's "Believe It or Not" by virtue of an almost impossible 90 to 0 victory.

Thon also worked with fourth and fifth graders at the YMCA and won junior and midget titles with teams from Milwaukee's South Side Christian Center. He formed a girls' team of All-City players and went on to win two straight Triple A championships and the Midwest crown with 40 straight wins

His experience includes CYO state champions and even a year as athletic director at St. Sebastian's parish. Today he is serving his second term as president of the Wisconsin State AAU.

Thus, it was probably only natural that in 1946 Thon answered an announcement in the sports pages that the Milwaukee Council was seeking a part-time executive secretary.

Shortly thereafter, he left his job as office manager at Shirza Electric Co. to join the Milwaukee Sporting Goods Co. Then, a year later, Thon went into partnership with Al Klug and Jack Petesch, former industrial recreation director at The Falk Corporation, and formed the Mid-City Sporting Goods Co., which has grown into one of the largest sporting goods firms in the

This relationship of a sporting goods retailer to an industrial recreation council lends additional interest to the Milwaukee scene. Certainly, it is an outstanding example of how the leisure industry can serve its market.

Yet it is probably the combination

MCIRC: A full calendar of inter-company activities

The following major activities, all under the general supervision of Executive Secretary Andy Thon, make up a well-rounded, busy year for members of the Milwaukee County Industrial Recreation Council:

Archery: league competition

Bait Casting: summer and winter leagues

Basketball: four leagues, league tournament,

annual Inter-Plant Tournament

Bowling: 910 Scratch League, 825 Handicap League, annual Match Championship Tourna-

ment, annual Handicap Tournament

Chess: league competition

Dartball: league and tournament

Golf: six leagues in three divisions, annual

18-hole Match Championship Tournament Sheepshead: league competition

Softball: seven slow-pitch leagues, ASA Regional Tournament, annual Inter-Plant Tournament of Champions

Trapshooting: two leagues, tournament Tennis: one league, singles tournament, doubles

tournament

Girls' Sports: bowling (675 Handicap League, Match annual Championships, annual Handicap Tournament), softball (one league)

Other:

1. Annual Sports Award Night (award presentations to all MCIRC team and individual champions; approximate attendance, 800).

2. Milwaukee Sentinel Baitcasting Tournament during the annual Sentinel Sports Show held at the Milwaukee Arena.

3. Monthly dinner meetings for MCIRC company representatives.

Surveys and reports on all local aspects of industrial recreation and activities.

5. Annual Chicago-Milwaukee Industrial Recreation Directors' Golf Match.

Annual football trip for MCIRC company representatives (usually to University of Wisconsin). Annual MCIRC company representatives golf outing at Allis-Chalmers golf course.

8. Annual MCIRC Anniversary Party.

of experience as player, coach and businessman that suit Thon so perfectly to his task.

In any event, the Milwaukee Council under Thon's leadership has blazed a trail in industrial recreation.

It has developed, through close cooperation with municipal authorities, maximum utilization of public recreation facilities.

Its athletic program, which is climaxed each year with an award celebration for the champions from all member companies, plays a leading role in the sports life of the Milwaukee community.

It has built a closely knit organization of men who thoroughly enjoy the social and professional relationship with each other and who show a sincere and justified pride in what the Council has accomplished.

The man whose efforts have been of great significance in the formation of such a group is most deserving of the title, Sportsman of the Year.



Arranging monthly dinner meetings for Council reps is one of Andy's functions. On his left, Garnet Johnson of Bucyrus-Erie; on his right MCIRC treasurer Jack Schliz, First Wisconsin Nat'l Bank.



Publicity shot promoting special sports ticket sales to Council member companies finds Andy with (1-r) Doug Renzel, International Harvester; Tom Johnson, The Sentinel; John Goodyear, LeRoi Co.

SPORTSMEN: Who? Where? How Many?

Fishing and hunting survey helps determine the potential for employee sportsmen clubs

THIS report is based on the 1960 National Survey of Fishing and Hunting published late in 1961 by the U.S. Dept. of the Interior. Copies of the Survey, Circular 120, may be obtained from the Superintendent of Documents, U.S. Government Printing Office, Washington 25, D.C., 50¢.

F ifty million persons aged 12 and older went fishing and hunting at least once during 1960.

Of these, more than 30 million are considered by the Dept. of the Interior to be "substantial" participants; that is, the more active sportsmen who make most of the expenditures for equipment and related items.

But whichever participation figure you accept, both are sufficiently high to suggest that fishing and hunting clubs, or sportsmen clubs embracing the two activities, should be widespread throughout industrial recreation programs.

To the 41% of NIRA member companies which sponsor organized sportsmen activities, this comes as no surprise. To the others, Interior's 1960 National Survey of Fishing and Hunting will help them evaluate the potential for employee fishing and hunting activity within their programs.

For example, the large table below, based on the 30 million "substantial"

sportsmen, shows that a very high percentage of craftsmen, foremen and similar industrial employees take to the rod and gun.

On the other hand, companies with a predominant number of sales, clerical or service employees, particularly those located in big cities in the East, will probably find a lower degree of employee interest in the two sportsmen's hobbies.

But don't be too sure. Both sports have shown solid increases over the past five years in number of participants. Fishing alone, see the following table, added almost five million new participants for a 21% gain:

Fishing 1955 1960
No. of persons 20,813,000 25,323,000
Expenditures \$1,914,292,000 \$2,690,872,000
No. of days 397,447,000 465,769,000

Hunting, while attracting fewer sportsmen than fishing, actually showed a larger percentage increase, 24% since 1955. At this rate of growth even the less sports-inclined occupational groups and geographic areas will pro-

duce large numbers of enthusiastic fishermen and hunters.

The fishing table (left) with the following hunting table also show acrossthe-board increases in expenditures for equipment and related items as well as in the number of days devoted to the two sports:

 Hunting
 1955
 1960

 No. of persons
 11,784,000
 14,637,000

 Expenditures
 \$936,687,000
 \$1,161,242,000

 No. of days
 169,423,000
 192,539,000

Another important trend in forecasting participation is the rapid increase in sportswomen. While they may as yet be relatively insignificant, the number of lady hunters more than doubled in the past five years.

At the same time, the number of women who go fishing increased 21%. Today, 26% or one out of four fishermen are women. Only 7% of all hunters are women, however.

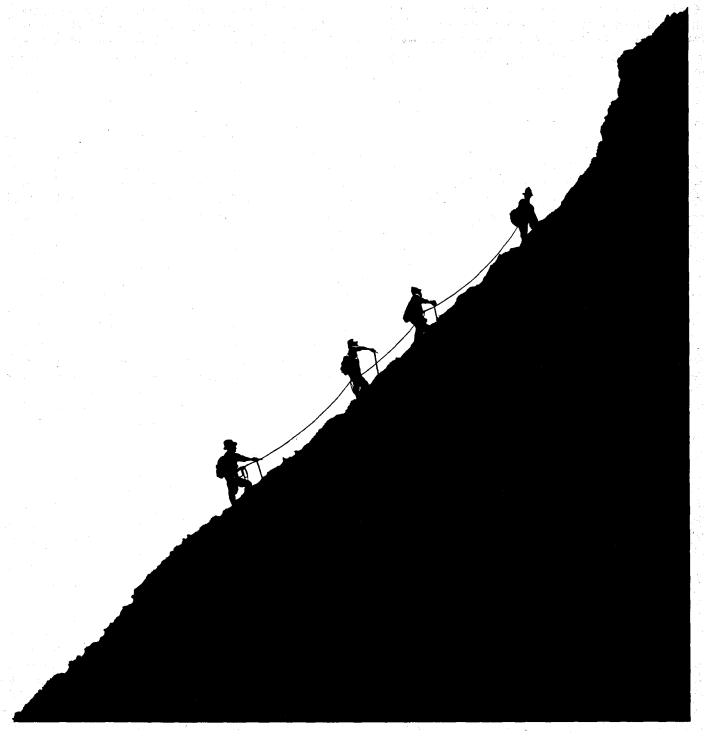
The combined effect of all these growth factors has contributed substantially to the boom in the leisure market. In 1960, fishermen and hunters spent almost \$4 billion to pursue their hobbies. The following table shows the average expenditure for each sportsman and a percentage breakdown of the items purchased:

Item of expense	Fishing	Huntin
Fishing or hunting equipment	11%	31%
Auxiliary equipment	37	19
Transportation	14	14
Food and lodging	10	9
Licenses, tags, permits	2	5
Privilege fees, other expense	26	22
Average total expenditures \$1	06.26	\$79.34

It is interesting to note that while the hunter pays the largest portion of his budget on purchase and maintenance of basic equipment (guns, shells, sights, decoys, etc.) the fishermen spends heaviest on auxiliary items such as sleeping gear, tents, cooking utensils, clothing, etc.

Percent of persons by job, sex and location who fished and hunted in 1960

% w fishe and/ hunt	ed % who 'or fished	% who hunted	% who fished and hunted	% v fist and hun	ned % who l/or fished	% who hunted	% who fished and hunted
United States total*		16.2	10.4	Sex**			Hullion
Olinica Otates total				Men	.9 29.3	21.7	14.1
Major occupation group*				Women10	.6 10.1	1.5	1.0
Farmers and farm managers 48.1	1 31.8	37.1	20.8	Population density**			
Craftsmen, foremen and				Big cities10	.7 9.8	2.9	2.0
kindred workers	1 33.8	24.7	17.4	Small cities and suburbs		6.2	4.2
Farm laborers and foremen 38.5		28.8	15.0	Towns		12.6	8.8
Managers, officials and				Rural areas		17.4	10.9
proprietors, except farm34.4	4 28.6	18.0	12.1	Census geographic divisions**			
Laborers, except farm and mine 34.0		23.8	13.2	New England	.4 14.4	6.2	4.2
Operatives and kindred workers 31.4		19.4	11.9	Middle Atlantic		6.5	3.2
Professional, technical				East North Central	.5 19.8	11.1	7.4
and kindred workers 28.4	4 25.7	11.5	8.9	West North Central		16.8	11.6
Sales workers		12.4	7.9	South Atlantic	.9 20.8	11.5	7.4
Clerical and kindred workers 18.3		6.6	4.6	East South Central	.9 23.8	16.3	10.1
Service workers, except				West South Central	.0 26.5	14.8	10.3
private household	6 13.5	7.3	4.2	Mountain31		21.4	16.2
Private household workers 11.0		1.9	1.2	Pacific		8.4	5.4
*Persons 14 years old and over in the lahou				**Persons 12 years old and older		<u></u> .	7



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1961's CO2 pistol team champs from Lockheed Aircraft: George Gustofson, Earl Pettibone, Edward Skoog, and Harry Groh.

FIRE WHEN READY!

Industry's sharpshooters take aim this month at the fourth annual postal shooting matches co-sponsored by the National Industrial Recreation Association and the National Rifle Association of America.

These matches are open to bona fide employees of NIRA member firms on a nationwide basis. Within the next month, official entry forms and contest rules will be mailed to members.

To enter competition, complete the entry form and mail it to the National Rifle Association, Program Division, 1600 Rhode Island Ave., N.W., Washington 6, D. C. By return mail you will receive registered targets, and you have until midnight, April 30, to fire the targets on your favorite range and return them to NRA for judging.

PAST NATIONAL CHAMPIONS

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TEAM RIFLE CHAMPIONS	SCORE
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1960 Zeppelin Gun Club #1, Goodyear, Akron, O.	764
1959 Zeppelin Gun Club #1, Goodyear, Akron, O.	770
INDIVIDUAL RIFLE CHAMPIONS	
1961 T. Y. Wu, Ford Motor Co., Ann Arbor, Mich.	198
1960 Joseph J. Broderick, Goodyear, Akron, O.	195
1959 Joseph J. Broderick, Goodyear, Akron, O.	197
TEAM PISTOL CHAMPIONS	
1961 Chapaco Rifle & Pistol Club, Champion Paper,	
Hamilton, O.	707
1960 Winchester Gun Club, Olin Mathieson,	
New Haven, Conn.	707
1959 Douglas Aircraft Long Beach Pistol Club # 1, Cal.	706
INDIVIDUAL PISTOL CHAMPIONS	
1961 Jack McNeil, Olin Mathieson, New Haven, Conn.	187
1960 Alexander M. Smith, Ford Motor, Dearborn, Mich.	186
1959 Henry Briggs, Douglas Aircraft, Long Beach, Cal.	190
CO_2 gas operated Rifle and Pisto	ol .
INDIVIDUAL RIFLE CHAMPION	
1961 Jack Stahl, North American Aviation, Columbus, C). 1 <i>7</i> 6
STEAM PISTOL CHAMPION	
1961 Lockheed Employees Pistol Team #2,	
Sunnyvale, Cal.	758
1960 North American Aviation Club, Los Angeles, Cal.	. 514
INDIVIDUAL PISTOL CHAMPIONS	
1961 Harry Groh, Lockheed Aircraft, Irvington, Cal.	193
1960 Robert Hoth, Hotpoint, Chicago, III.	18 7

Industry's rifle and pistol marksmen take aim at fourth annual NIRA-NRA postal honors.

Enthusiasm for the postal shooting matches has been increasing each year, and this year's contest indicates greater participation than ever before.

There are many advantages to these employee postal matches. As Don Neer, NIRA Executive Secretary puts it: "They provide a major event for the industrial recreation calendar, and offer every company marksman a chance at a trophy and national recognition.

CONVENIENCE

"No travel or time from the job is required, and only a minimum of expense is involved," explains Mr. Neer. "Moreover, each company conveniently schedules its firing time during the four-month contest period."

Eight different matches are offered in competition:

- Individual .22 caliber rimfire rifle
- Team .22 caliber rimfire rifle
- Individual .22 caliber rimfire pistol
- Team .22 caliber rimfire pistol
- Individual CO2 gas-operated rifle
- Team CO2 gas-operated rifle
- Individual CO2 gas-operated pistol
- Team CO₂ gas-operated pistol

Rules for individual and team .22 rifle matches call for 10 shots prone and 10 shots standing at 50 feet. Pistol matches require 20 shots slow fire at 50 feet. For CO2 events, a firing distance of 25 feet is specified. Entry fees are nominal—\$1 is all it costs to enter as an individual; \$4 is the charge for a four-man team.

National and regional champions will be named at the 21st annual NIRA Conference & Exhibit, June 17-20, in New York City. At that time, trophies will be awarded to winners of each of the eight matches. Individual regional awards will be made on the basis of one for every 10 en-

tries from each of the eight NIRA regions.

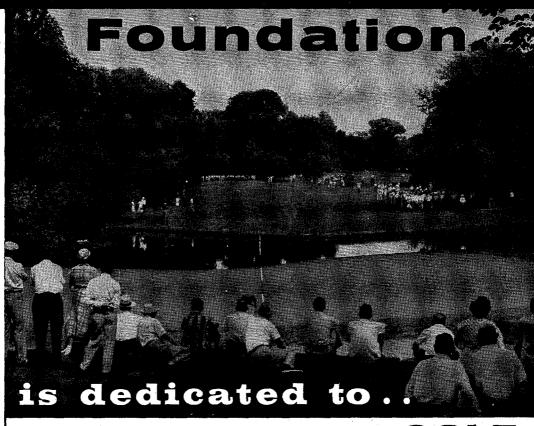
Team and national awards will be presented on a similar basis, while members of championship teams will also receive individual trophies. Last year, 40 trophies were distributed among the 399 contestants. In addition, 1961's 'national rifle champion, T. Y. "Denny" Wu, of Ford Motor Company in Ann Arbor, Michigan, collected a special bonus prize—an expense-paid, three-day deer hunting trip on North Manitou Island in Lake Michigan.

The National Golf

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O. M. Scott & Sons Co. Kenneth Smith Ted Smith Southern Golf Distributors A. G. Spalding & Bros., Inc. Sports Apparel, Inc. Sportsman's Golf Corp. Standard Mfg. Co. Frank Strassa Taylor Brothers Stan Thompson Golf Club Co. Triangle Conduit & Cable Co. True Temper Corp. Ralph Tyler United States Rubber Company Urban Land Institute Wilson Sporting Goods Company

Wittek Golf Range Supply Co. Lester Young



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GOLF ACTIVITIES MATERIALS include: Golf Lessons, The Easy Way To Learn Golf Rules, Golf Events, Golf For Industry, Golf Rules Wall Chart, Golf Instructor's Guide, How To Improve Your Golf and the sound-slide instruction film Beginning Golf.

INFORMATION BULLETINS are published by the Foundation covering almost every facet of golf activity and operation, including: Operating Statistics of Country Clubs, the NGF Par-3 Golf Course Survey for 1959, Model By-Laws, Services for Better Caddies, and many others.

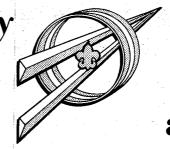
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Exploring industry



a teenage

Industry leaders are well aware that the manpower needs of tomorrow must be filled by the high school age boys of today.

And, today's high school boys have shown that they want special advice and guidance to prepare for adult employment and responsibility.

From this common ground sprung a flexible, imaginative program devised by the Boy Scouts of America to help older teenagers "explore" the adult world of earning a living and assuming responsibility.

Exploring as a part of the Scouting program is not new. But it's emphasis on vocational guidance dates back only three years when a national survey showed that 94% of boys aged 14 to 17 wanted help in planning further education and deciding on a career.

Thus, almost all the newly organized Explorer posts have concentrated their activities on a special interest chosen by the members—banking and finance for instance, or aviation, or the oil industry, or any of a hundred such specialties.

Where can they look for friendly help and for leadership? Usually to men in industry or others who work in the field of their special interest.

These young men with enthusiastic interests and wide-awake curiosities are heading fast toward maturity. They will soon be grownups.

"Exploring," the imaginative Scouting program for teenage young men, turns naturally to industry for guidance. The result is a productive experience for both

Their interests reach far—into many kinds of social, vocational, outdoor, personal fitness, service and citizenship experiences. In only a few years they will be adult citizens with jobs; community leaders with wide-spread interests and responsibilities. Exploring is helping them to build a foundation for that useful life ahead.

Ansco Div., Binghamton, N. Y., sponsors a post in which Explorers concentrate on science. Ansco scientists and engineers provide guidance in scientific explorations of chemistry, physics and photography.

The post sponsored by Champion Papers, Inc., Hamilton, Ohio, specializes in forestry and papermaking. Allis-Chalmers Mfg. Co. Pittsburg Works sponsors a post in which handicapped boys learn a job specialty.

Dozens of consultants from Marquardt Aircraft Co., Van Nuys, Calif., have helped the boys in its post explore nuclear engineering, satellite mathematics, ramjet and turbojet design plus a dozen allied fields.

They've designed and built their own rocket engines, wind tunnels, photo development laboratory and model nuclear power plant.

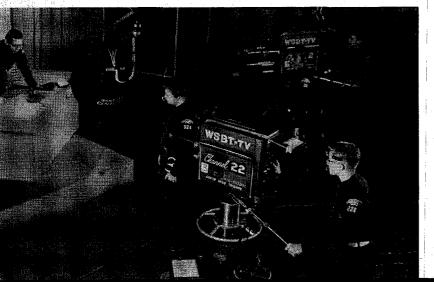
Meanwhile, they've gone on exploring trips to the Sierra Nevada. One summer they climaxed their travels with a 66-day, 10,000 mile bus trip to industrial plants in the Midwest and East.

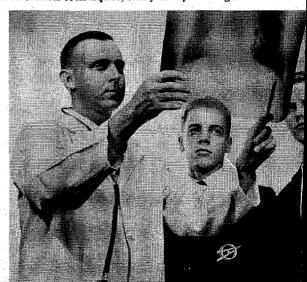
Without the help and cooperation of industry, a program of this scope would be virtually impossible. But the boys are not the only ones who benefit from the experience.

Industrialists have often said that problems in industry would be greatly reduced if the why and how of big business were fully understood and appreciated. Exploring provides industry with a direct approach to solving this problem since it gives high school age boys a real-life experience in the American system of free enterprise.

Based on his work in Exploring, the manager of a Texas firm has become convinced that the program has not

Out of the classroom into real-life experiences, Explorers learn television techniques, study X-ray findings.





Science-minded Explorers probe half-scale model of the RCA Tiros communications satellite in their study of space engineering.

on in free enterprise

by Hoyt A. Mathews

only made industry understandable to boys, but has greatly improved the relationships of the company with the parents, friends and community surrounding the plant.

After a year's experience in sponsoring an Explorer post, the personnel director of a New England manufacturer said, "Our company is growing as a result of this experience. We benefit as much as the Explorers.

"For one thing," he continued, "our management has gained valuable experience from handling this program. Another dividend is that we can do something for the community while at the same time we develop possible future employees."

The plant manager of a large tire and rubber company in the West stated, "Our management feels that there is no finer training for the youth of America than is offered by the Exploring program. They learn selfreliance, a respect for others and the basic principles of good Americanism. Surely any program that provides practical help in promoting the ideas of good citizenship among our American youth should be supported by all industrial and business organizations."

in combating plant vandalism. A supermarket invited the local gang from the immediate vicinity in, organized them and produced a fine merchandising post of good neighbors and future emplovees.

Perhaps even more convincing than these testimonials is the growing list of companies sponsoring Explorer posts which include Sun Oil, General Electric, TWA, Convair, Lockheed, North American, Ford, General Motors, du Pont, AMF, Olin, Firestone, Goodyear, and many, many others.

Such widespread sponsorship by industry is possible because of the organizational flexibility of the Explorer program. A company's involvement in terms of cost, time and personnel is entirely its own decision.

The company selects a specialty for the Explorer unit which is in harmony with its own operation. Thus the company can provide the qualified consultants, physical facilities and other opportunities with little burden.

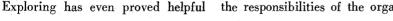
Once company management has decided to sponsor a post and has selected a broad field of specialization, the next step is to appoint a post organizing committee of six or more men. Briefly, the responsibilities of the organization committee are to:

- Select, largely from company employees, the post committee, the advisor and associate advisors. The advisor directs the operation of the post through boy leaders elected by the membership.
- Provide the place for meetings.
- · Help the unit obtain equipment and
- Serve as consultants and approve and help recruit other consultants.
- · Encourage understanding and support of the program by parents and employees.
- See that the post operates in accordance with Explorer policies and standards.
- · Assist in recruiting high school boys for the unit who have an interest or ability in the specialty.

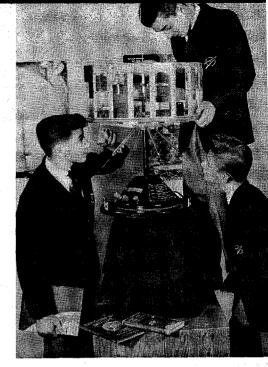
It is the policy of the Boy Scouts of America to have Explorers finance their own activities through their individual efforts or the joint efforts of all post members. However, in the most successfully sponsored posts, industry has in varying degrees offered program support, such as facilities, equipment, transportation and man power.

Another success pointer is to keep the specialty interest broad-for example, air transportation is more inclusive than jet engines.

In its brief history Exploring has already made significant contributions to the recreation programs of many companies. To investigate the program's many possibilities, more information is available from your local Boy Scout office. They're ready to help.









Employees lift their glasses on high-a toast to togetherness at the bierstube. Spacious garage served as perfect location.



No one is ever too young to have a high old time. Roving accordionists offered Bavarian music and folk songs to Bierstubers of all ages.

"BICKSTUBE!"

Here's a fun-filled outing, and once your employees have a taste, they'll probably want more

I ind a roomy location, add tastes of "cooked-in-beer" buffet, including ham, beef, baked beans, sauerkraut, potato salad, rye bread, rolls, and butter (see recipes at right), sprinkle bits of Bavarian folk music, pinches of roving accordianists, pour in a few batches of Bavarian dancers and songsters, and measure out heaping steins full of beer.

Next, stir these ingredients generously among your employees and their wives, husbands, and guests, leave them alone for a couple hours, and you're sure of coming up with a highly successful "bierstube."

This has been the experience at Miller Brewing Company in Milwaukee, Wisconsin, where some 3,400 employees and their guests recently partied in a large continued on page 16

Waitresses in gay, colorful Bavarian costumes kept glasses filled. Tyrolean hats sported by employees added to the zestful atmosphere.



SHRIMP IN BEER

2 pounds raw shrimp, shelled, deveined 3 tablespoons minced onion

tablespoons butter teaspoons salt

2 tablespoons flour 1 cup Miller High Life beer 3 tablespoons lemon juice

1/2 teaspoon thyme 2 teaspoons minced parsley

Wash and dry shrimp. Saute shrimp and onion in butter for one minute on each side. Add salt, Tabasco and flour; add one minute on each side. Add salt, Tabasco and flour; add beer and lemon juice, stirring constantly to boiling point. Add bay leaf and thyme; cook over low heat five minutes. Discard bay leaf. Sprinkle with parsley. Yield: 8 to 10 servings.

BEER CHEESE SOUP

1/4 cup butter or margarine 1/4 cup diced celery 1/4 cup diced carrot 14 cup diced carrot
14 cup diced carrot
1 tablespoon chopped onion
6 tablespoons flour
1 tablespoons flour
1 tablespoons flour 1/2 teaspoon dry mustard

6 cups chicken broth 1/4 teaspoon Tabasco
1/2 cups grated cheddar
cheese (about 6 oz.)
12 ounces Miller High

Melt butter; add celery, carrot and onion and cook until tender, but not brown. Blend in flour and mustard. Gradutly stir in broth and cook, stirring constantly, until slightly melted. Add Tabasco and cheese; heat until cheese is melted. Just before serving, add beer; heat to serving temperature. Add salt to taste, if necessary. Garnish with chopped parsley or croutons, if desired. Yield: 8 servings.

KNOCKWURST IN BEER

Heat knockwurst in enough Miller High Life beer to cover, just Heat knockwurst in enough miller riigh Lite peer to cover, I to boiling, 8 to 10 minutes. Do not boil or pierce skins. move with tongs. Use 2 knockwurst per serving.

PROPS AND TIPS FOR BIERSTUBE SUCCESS

TABLECLOTHS. Colorful checkered tablecloths can usually be rented from a local restaurant linen supply house.

TABLE SETTINGS. Since this is a buffet meal, most china-TABLE SETTINGS. Since this is a puriet meal, most china-ware is at the head of the buffet. In regard to table size, bierstube atmosphere flourishes best at tables seating four

WALL DECORATIONS. Bright wall decorations are an essential part of the bierstube decor. Travel posters are good; are best obtainable from a travel agency.

COSTUMES. It is recommended that waiters be dressed in laderbasen "shorts with suspenders." Best probable source Lederhosen, "shorts with suspenders." Best probable source of supply is a ski and sporting goods shop. They can also often be rented from a costume store. A reasonable facsimile can be created by wearing colorful suspenders with Bermuda shorts. For shirts use white, short-sleeved sport shirts or a white dress shirt with rolled sleeves. Knee-length white sox

Best waitress costumes are gaily printed dirndl-type skirts with white blouses

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COLORADO

Escorted tours by rail, air, or motor coach.



ALASKA

Scenic escorted tours of Alaska.



SPECIAL

Kentucky Derby, Indianapolis Speedway, Mardi Gras, New York Weekend, Vacations to any continent or country of your choice.



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Tours by sea or air. Special itineraries via scheduled airline or charter to any desired country or countries.

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25th annual Dayton Journal Herald National Industrial Team Tournament

1ST PRIZE \$10,000 GUARANTEED over \$85,000 in prize money

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Starting a travel club? Planning employee group tours? Take advantage of the valuable aids from the NIRA Travel Council:

Travel Checklists for air transportation and land tour arrangements list all items necessary for a successful trip, help you evaluate bids.

"Let's Talk Travel," useful program guide, outlines best procedures for forming a travel club, planning trips. Includes model club constitution.

Program aids, including special consultation, provide valuable tips on promotion, travel meeting programs, films, speakers, entertainment.

Bid Solicitation Form, filled out by you, handled by NIRA, provides speedy, convenient method to obtain bids on proposed employee tours.

The NIRA Travel Council is composed of travel-wise NIRA members, leading carriers, tour operators, hotels, resorts.

NIRA TRAVEL COUNCIL
Room 1518, 203 N. Wabash Ave., Chicago 1, Illinois

Bierstube, from page 14

company warehouse. The bierstube was sponsored by the firm's activities Club, an employee recreation group which saw to it that every element of bierstube decor was on display.

A large canvas tent-roof was set up in the parking lot adjoining the warehouse, gay murals covered the walls, and brightly checkered cloths bedecked the tables. For the refreshment-minded employees—and that included just about everyone—old-fashioned beer steins were kept refilled by attentive waiters and waitresses dressed in traditional and colorful Bayarian attire.

TYROLEAN HATS

As each employee arrived, he was given a Tyrolean hat to wear during the party, and to take home later as a souvenir. At the same time, they were handed mouthwatering menus that featured a grand array of German



dishes specifically prepared to add the right flavor to the party. And no one went home hungry.

Once the employees had eaten their fill, some danced to the lively "oompahs" of a seven-piece Bavarian band, while others were provided with song sheets so that they could sing along with the happy refrains of a roving accordianist.

The bierstube is just one of the many activities sponsored by the Miller Activities Club to further the many interests of its members. Many of the Club's groups arrange their own outings such as the Gun Club's turkey shoot at Thanksgiving time, the Gourmet Club's bi-monthly visits to Milwaukee's multitude of enticing restaurants, and the Firebell Club's annual picnic.

OPEN TO ALL

The bierstube, however, is a company-wide occasion. It's open to all members and guests. Lately, this type of old-time party has been enjoying a surge of popularity around the country. Moreover, it's proving more and more popular with recreation directors as a company party theme. It has added both favor and flavor to industrial outings where a moderate yet gay atmosphere is required.

With its economical combination of good food, good refreshments, old world setting, and lively music, it's hard to beat. Bierstubes depart from the usual picnic and party atmosphere because they blend the proper proportions of relaxation with just the right amount of informality in a fun-filled arena.

Know Your Company!

Owens-Illinois picnic features quiz and product display to encourage employees to learn more about their firm

What are the trade mark names of your products? Can you name the city where each of your company's products is manufactured?

Approximately how many payroll dollars were paid out

last year by your employer?

Tough questions? Sure! But these and others that Owens-Illinois recently asked its Toledo, Ohio based employees aren't supposed to be easy. In planning the quiz, the firm's public relations and personnel departments realized that it was becoming increasingly difficult for its employees to keep up with the growth and diversification of their firm. But they also felt that employees should not take their company forgranted, and should keep abreast of developments in other divisions and their own.

Open to all Owens-Illinois Building and Duraglas employees and their immediate families, the quiz represented one of the highlights of the company's annual picnic. Those who prepared the quiz were pleasantly surprised at how much the employees knew about their company-because 49 perfect papers were turned in. Prizes, given out after a drawing to determine six winners among the 49 finalists, included a transistor radio, deluxe cooler, three pieces of luggage, and a set of planters.

Owens-Illinois' picnic also gave the firm an opportunity to work up a product display showing the latest items manufactured in all the firm's divisions. While these displays have constantly been in use at open houses all over the country, there had been less opportunity for the Toledo area employees to get a home showing of all the

products they and their associates help to produce. To create maximum interest in the display, company picnic planners set up a five-gallon Duraglas water bottle made by the Glass Container Division. It was filled with small glass vials made by Kimble Glass Company, an Owens-Illinois subsidiary, and picnickers guessed at the number of vials in the bottle. Judging was easier here. In fact, one employee missed the correct number by one.

The picnic was enthusiastically hailed by more than 4,000 employees on hand for the festivities—not only a record picnic for the company, but also the largest crowd ever fed at one time at Cedar Point, Ohio.

Henry E. Erfurt, of Owens-Illinois Electronic Data Processing Department, and his family admire products his company manufactures.



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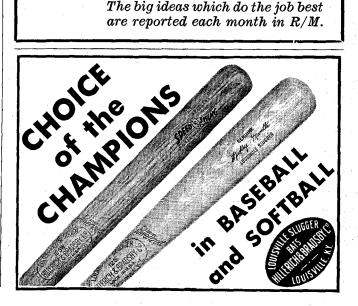
industrialrecreation director.

"Old stuff" is no fun. It's the fresh approach, the new wrinkle that make

BIG IDEA?

your program grow in popularity.

The big ideas which do the job best are reported each month in R/M.



RM RECREATION ROUNDUP

An "Oscar" For Industry

The Lockheed Employees Recreation Club of Burbank, Calif., recently served as the control center for the orbiting of the world's first nongovernment satellite.

And across the country, thousands of industry's amateur radio clubs have had plenty of excitement since the satellite transmitted its call letters "HI" to those who tuned in at the broadcast frequency of 145 megacycles.

Named "OSCAR," which stands for "Orbital Satellite Carrying Amateur Radio," the 10-pound unit was carried aloft as a piggy-back passenger aboard a Lockheed Missiles & Space Company Agena satellite vehicle.

In the picture, the amateur satellite is held by Nicholas Marshall, Lock-



heed scientist and technical director of the project, which was sponsored by the American Radio Relay League. Checking final details with him, from left to right, are M. C. Towns Jr., chairman of the OSCAR committee; Fred Hicks, and Jerry Crosier, club president.

"OSCAR" was designed and built by San Francisco Bay area radio amateurs — most of them associated with electronic firms.

Record Bowling Meet

The success of any industrial recreation activity is measured by employee participation.

And when 440 amateur bowlers from 27 plants of the International Shoe Co. recently took part in the firm's 6th annual International Bowling Tourney, it represented the largest meet in company history.

Held in St. Louis, Mo., the tourney catered to bowlers from Arkansas, Illinois, and Missouri. The meet took place on two successive Saturdays at Palace Bowling Lanes under the supervision of Recreation Director Roy Hagedorn, who was assisted by Irv Rice, Don Catanzaro, Frank Rosel,

Adrian Simpkins, Robert Rosenau, and Ron Riaff.

Run in accordance with the American Bowling Congress, and the Women's International Bowling Congress, International's tourney's are open to any employee with an established bowling average.

This year's tournament included 43 men's and 28 women's teams; 66 men's and 34 women's doubles; and 143 men's and 60 women's singles.

Music Clinic

Employees interested in industrial music will want to start making plans to attend the 1962 Industrial Music Clinic.

The 11th annual Clinic will be February 22, 23, and 24 at Purdue University in Lafayette, Indiana. It is conducted by the Purdue Musical Organizations and the American Industrial Music Association.

Progress Report

The St. Louis Industrial Recreation Council, under the leadership of Bert Granville of McDonnell Aircraft, wound up a banner 1961 with an impressive list of employee activities held throughout the 4th quarter. Here they are:

- A cake baking contest at Kiel Auditorium as a part of the annual Modern Living Show, with 12 firms from the area represented in competition.
- Tennis matches between McDonnell Aircraft and Brown Shoe Company. The winner: Brown Shoe in both doubles matches.
- Bridge Tournament, at the Sheraton Jefferson Hotel, as a part of the Missouri State Bridge Tournament, Industrial Section. Eleven firms participated, and International Shoe took top honors in the division.
- Golf Tournament, at Lakeside Golf Club, with employees from six firms participating.
- Basketball Leagues, with games held at Bethany Gym, Natural Bridge & Clay. Eight firms were represented by teams in this league.

In addition, the St. Louis group also arranged special ticket deals for its members to the Ice Follies, a pro football game, a basketball game, and a wrestling match.

Good Will Ambassadors

Members of the Stephens-Adamson's World Champion Sealmaster softball team of Aurora, Ill. have received new honors.

In recognition of their fine play, outstanding sportsmanship, and community spirit, the team was presented recently with the Distinguished Service Award by the Cosmopolitan International Club of America.

Admiring the plaque, from left to right, are Dr. Harold W. Henning, Chairman, Men's U. S. Olympic Swimming Committee; Eugene C. Marcley, 1961 President of the Aurora



Cosmopolitan Club; L. S. Stephens, President of Stephens-Adamson Mfg. Co.; and Norris T. Ulness, 1962 Cosmopolitan Club President.

Joe Minella retires

The field of industrial recreation is losing one of its most prominent figures to retirement.

Joe Minella, executive secretary of the Kodak Park Athletic Association, is leaving his firm after 42 years of service. His resignation was effective January 1st.

A former director of the National Industrial Recreation Association in 1960, Mr. Minella was awarded a plaque at that time in recognition of his contributions.

Joining Kodak Park in 1919, he became affiliated with the Kodak Park Athletic Association in 1935. Since



1947 he has served as executive secretary. Under his direction, the firm's Athletic Association expanded to a membership of nearly 20,000 persons.



bona fide

employees

only

NIRA's 15th annual National Industrial Bowling Tournament welcomes your company teams in South Bend, Ind., March 24-25

Two divisions for teams, Open (no limit) and Industrial (875 maximum team average), equalizes competition, allows firms with superior bowlers to enter their best men.

Eight-game series, with teams rolling four games on Saturday, four on Sunday, allows sufficient travel time, leaves Saturday night open for free buffet supper.

Special events include a voluntary three-game handicap singles match with cash prizes and a three-game management sweeper for team coaches and escorts.

Industry-only competition with all bowlers required to be bona fide, full-time employees of the companies they represent, insures the amateur status of the meet.

BOWLING CHAMPIONSHIPS

General rules: All teams will roll eight games across 16 lanes (four games on each pair). The team with the highest total in each division shall be declared champion.

- All games will be governed by American Bowling Congress rules of 1961-62.
- Team captains must present their lineups and team sanction cards at least one half hour before scheduled bowling time. Notification of substitutes must be made at this time.
- Male entrants must present their ABC membership cards before bowling.
- The Board of Arbitration shall decide all disputes. Its decisions will be final and binding on all concerned.

Eligibility: Any business or industrial company is eligible to enter.

- All bowlers must be bona fide, full-time employees of the company they represent.
- A company may enter two teams from each of its plant or office locations.

Classes of entry: Team competition will be open in two divisions.

• Open division, no limit on team average.

• Industrial division, 875 maximum average for each five man team. Team members must use league averages for the week ending Feb. 24, 1962. Individuals bowling in more than one league must use composite average. Minimum of 18 games establishes an average.

Entry fees: There will be a \$40 per team entry fee to cover tournament expenses (\$20 for bowling fees, \$15 for prizes and trophies, \$5 for administration, promotion).

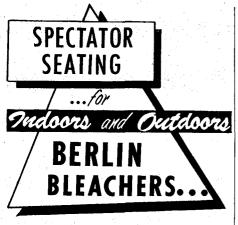
- Tournament bowlers may enter the threegame handicap singles match for \$5 entry fee which will be returned in cash prizes.
- Team coaches and escorts may enter the three-game management tournament for \$5 entry fee, returned in cash prizes.

Prizes: Trophies and merchandise prizes will be awarded to the following—1st, 2nd and 3rd place teams in the Open division; 1st and 2nd place teams in the Industrial division; to the top three teams and individuals for single game and four game totals; and to the high three eight-game individual totals.

Write today for entry blank, complete details

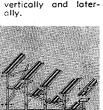
Fill out the coupon below and mail it to NIRA for your official entry blank and information on team accomodations. Special rates (\$7 single, \$11 twin) are available at the LaSalle Hotel in downtown South Bend.

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Ideal for outdoor use ...
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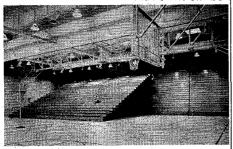


Three types of construction: Standard—furnished with 2"x 10" select structural Fir seat boards. Alternate — All aluminum seat boards. Alternate — grandstand furnished with (2) 2" x 6" structural Douglas Fir seat boards.



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R M INDUSTRY ITEMS

Industrial Bowling

\$10,000!

This is the guaranteed first prize that some lucky—and talented—employee bowler will win during the 25th annual Dayton-Journal-Herald National Industrial Bowling Tournament.

Total prize money for the tournament will exceed \$85,000, according to tournament officials. In addition, 110 wrist watches will be presented to bowlers rolling "high first game actual" in each squad of the tournament.

All bowlers on the teams must be employed by the same industry, firm, or business establishment to be eligible. Last year, 2,669 teams from 13 states and Canada participated in the tournament.

Entries close March 19, 1962. The tournament starts on March 24, and runs week-ends to June 3rd. For further information, write Varsity Bowl, 637 N. Main St., Dayton 5, Ohio, or phone 222-6151.

NIRA Western Conference

The 12th Annual Western Region Conference of the National Industrial Recreation Association will be held February 9, 10, and 11 at the Hotel Leamington in Oakland, California.

The program of top speakers, round table discussions, and stimulating panel sessions are aimed exclusively at the fields of industrial and municipal recreation activities.

For those who could combine a business trip with a vacation and attend this conference, there'll be an opportunity to talk over mutual problems with outstanding men and women in the field of recreation management.

If you'd like further information, just get in touch with Vern Peak at Kaiser Industries at 300 Lakeside Drive in Oakland, California.

Charley Seddon Retires

Charles E. Seddon, Director of Recreation and Welfare at North American Aviation in Columbus, Ohio, is retiring after some 50 years of service.

Mr. Seddon, who prefers to be called "Charley," was honored recently for his contributions to the field of industrial recreation when a Little League baseball diamond at NAA Recreation Park was named after him.

At the dedication of "Seddon Field,"

Charley received a handsome plaque in recognition of his services. A larger plaque has been placed on a huge granite boulder on the hillside that overlooks the Seddon athletic field.

Boating Sails Along

An estimated 35,875,000 persons participated in recreational boating in 1961, reports the National Association of Engine & Boat Manufacturers in its report on boating for last year.

These boating enthusiasts spent more than 2½ billion dollars at retail outlets, according to the Association. This money was used to buy new and used boats, motors, accessories, safety equipment, fuel, insurance, docking, maintenance, launching, storage, repairs, and club memberships.

San Diego Group Elects

Jack Foley (center), of National Steel & Shipbuilding Corp., was installed as president of the San Diego Industrial Recreation Council when the group recently held their annual banquet. He takes over the gavel from Dwight Hoover, of Rohr.

Also installed at the banquet were Ray Mendoza (right), of Astronautics,



first vice president: Alan Storton (2nd from left), San Diego Gas & Electric, second vice president; Ralph Smith (left) and Bob Barlow (2nd from right), both of San Diego Park & Recreation, executive secretary-treasurer and recording secretary, respectively

The Council, with 31 member industries and organizations in San Diego County, conducted programs in 16 activities last year for 38,753 participants and more than 26,000 spectators. In addition to major sports activities, programs were also conducted in photography, charm school, fashion show, gun shooting, swimming, roller skating, and archery.

LEADING THE WAY TO MORE SPORTS AND RECREATION IN AMERICA

THLETIC INSTITUTE THE

The Athletic Institute is devoted to the advancement of athletics, physical education and recreation.

X

Below are the organizations, which, through their financial support, make possible the non-profit programs of the Athletic Institute.

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Besides the above, The Athletic Institute has an associate membership comprised of a number of sporting goods dealers, geographically spread throughout the United States.

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RATES: regular type, 15 cents each word bold face type, 25 cents each word copy must be received by the 5th of the month before date of issue in which ad is desired

POSITIONS WANTED

Desire industrial recreation or personnel position. Presently employed in recreation admin., with 5 years experience. Good organizer. Master degree in recreation with B.S. in industrial relations. Age 28. Family. CP-41—RECREATION MANAGEMENT

Recreation & Park Director, with 12 years public relations experience. Have B.S. & M.A. & M.S. in recreation and physical education. Married, 5 children. Former teacher and coach. Extensive knowledge and experience in recreation program and park development programs, park development, and public relations.

CP-42—RECREATION MANAGEMENT

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Field Service Representatives Wanted

In newly established regional organization by well-known and well-established trade association in sports-recreation field with head-quarters in Chicago area. Must be a self-starter and free to travel territory. Must have the following qualifications:

Experienced or trained in the professional requirements of responsibly organized youth programs.

Must have ability to meet and enjoy working with people.

Must have ability to make a good public

and speaking appearance.

Must like "kids"—must have an abundance

of patience and tolerance.
This is an excellent opportunity for younger
men (30-40 age bracket). Specify minimum
salary required. Submit photo and complete
resume of education, business experience and

youth activities background.
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RESORTS & VACATIONS

Unusual and exclusive deer hunting at North Manitou Island, Mich. Ideal for individual or customer entertainment or management party. Success guaranteed. Entirely safe. Write:

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For sale, choice property in heart of Wisconsin resort area. Ideal for mgmt parties, co. activities, employee vacations. 2½ wooded acres with 11-room completely furnished clubhouse on beautiful Lake Delevan. Many extras, \$49,500, terms. Write for details.

RF-6—RECREATION MANAGEMENT

N.I.R.A. SHOW NEW YORK CITY JUNE 17-20

RIV RECREATION READING

A Study In Health

HEALTH AND FITNESS IN THE MODERN WORLD, The Athletic Institute, Merchandise Mart, Room 805, Chicago 54, Ill., 392 pages, \$4.50.

Published in cooperation with the American College of Sports Medicine, this compilation of research papers was read at the Olympic Games in Rome.

Specifically, the papers deal with the various facets of sports medicine: physiological capacity, strength and power development, the mechanics of movement, drugs and human performance, nutrition, diet and body weights, endurance development, and the psychology of human performance.

The book has some truthfully unpleasant answers to many of the problems of our health, efficiency, and well-being. It points out a number of situations where man has become a victim of his own high standard of living.

Better Fishing

SECRETS OF SUCCESSFUL FISH-ING, Henry Shakespeare, Dell Publishing Co., 400 N. Michigan Ave., Chicago, Ill., 225 pages, \$.60.

A "how-to-do-it" primer complete with explanatory drawings, photos, and diagrams, this book helps make the sport of fishing both easier and more fun.

It tells how to look for a good fishing spot, how to pick the best lure, how to hook the "big" fish, how to cast more accurately, and other valuable tips that industrial anglers should find helpful.

The primer will hit the book stands early in March.

Bowling Hints

BOWLING TIPS FROM BRUNS-WICK CHAMPIONS, Gordon White, Fawcett Co., New York, N. Y., \$.75.

Tenpin instructions from 22 of the nation's top bowlers are offered in this new paperback book. Among those revealing their special tips for improved bowling are 1961 National Match Game Champion Bil Tucker, National Doubles record holder Ray Bluth, five-time "Bowler of the Year" Don Carter, TV's biggest money winner Therm Gibson, LaVerne Carter, Robbie Frey, Tess Johns, Mary Louise Young and other top bowlers.

In addition to helpful hints from these stars, the book contains detailed action photos to help readers learn from championship styles.

Fitness For Boys

THE BOY'S BOOK OF PHYSICAL FITNESS, Hal G. Vermes, Association Press, New York, N. Y., 126 pages, \$1.95.

Providing expert coaching for the boy who wants to keep in shape, this book contains the many helpful ideas on exercise, diet, sports, and good health habits for those approaching junior high school and up.

Information is presented in an easy-to-read manner, and should help growing boys not only improve their physical condition, but also increase their alertness in the classroom.

Touche

FENCING, 2nd Edition, Joseph Vince, The Ronald Press Co., 15 E. 26th St., New York 10, N. Y., 92 pages, \$2.95.

A presentation in simple, concise language of the fundamentals of fencing with foil, epee, and saber. Each weapon is described, and their similarities and differences fully explained. The liberally illustrated discussions conclude with exercises designed to improve speed and skill of both the beginner and the experienced swordsman.

All About Weight Training

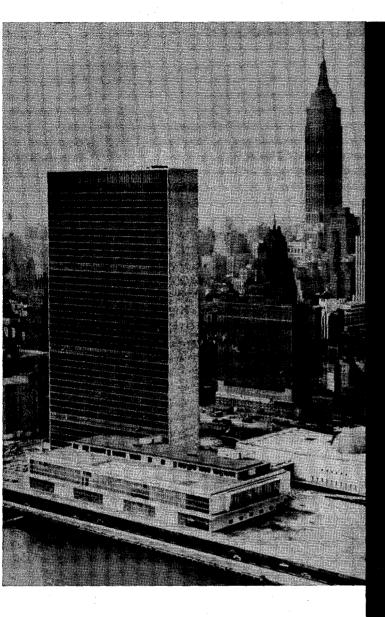
WEIGHT-TRAINING FOR ATH-LETES, Bob Hoffman, The Ronald Press Co., 15 E. 26th St., New York 10, N. Y., 216 pages, \$5.

Written by the coach of the U. S. Olympic Weight Lifting Term, this guide stresses the principles of weight training, weight-training exercises, and weight-training programs.

Ideal for self-instruction, the book also offers the coach a wide range of advice and assistance on the proper conditioning of his teams.

74 separate exercises are explained and demonstrated through nearly 300 sequence photos.

The methods used by the author, with such well-known athletes as Rev. Bob Richards, Bill Neider, Bob Mathias, and Frank Stranahan, provide a detailed program for every type of athletic activity.





CONFERENCE and EXHIBIT

Registration fees, \$40 for NIRA company and branch members, \$50 for non-members, wrap up a bargain package which includes three luncheons, annual NIRA Banquet and Floor Show, opening reception and many other extras. Daily and single session registrations may be made at proportional rates. Advance registration and room reservation forms will be inserted in May 1962 R/M.

Room rates at the headquarters Hotel Commodore run from \$7.\$15 single and \$12.\$18 double. 500 rooms are air-conditioned, most with TV.

Wives program will feature special sight-seeing tours, fashion show, luncheons and other interesting activities as well as the events on the regular conference program. Registration fee: \$20.

start planning now for NEW YORK, June 17-20



It's a thrill to see it happen. Men from the front office, girls from the steno pool, men from the factory and women from the assembly line: put them on the lanes and ties and coveralls disappear... because there are no blue collars or white collars on a bowling team. All that matters is working together to build a score. That is the spirit of teamwork that bowling builds.

Everywhere, at every time of the day or night, bowling builds a spirit of teamwork that is reflected in better company relations every day! This is because bowling is universal. Young and old, men and women, novice and expert . . . everyone loves to bowl. And, bowling is

one of the least expensive company-sponsored sports.

Let bowling work for you!

If you would like more information on how you can organize bowling league activity in your company, write the Brunswick Corporation, Recreation Department, 623 South Wabash Avenue, Chicago 5, Illinois.



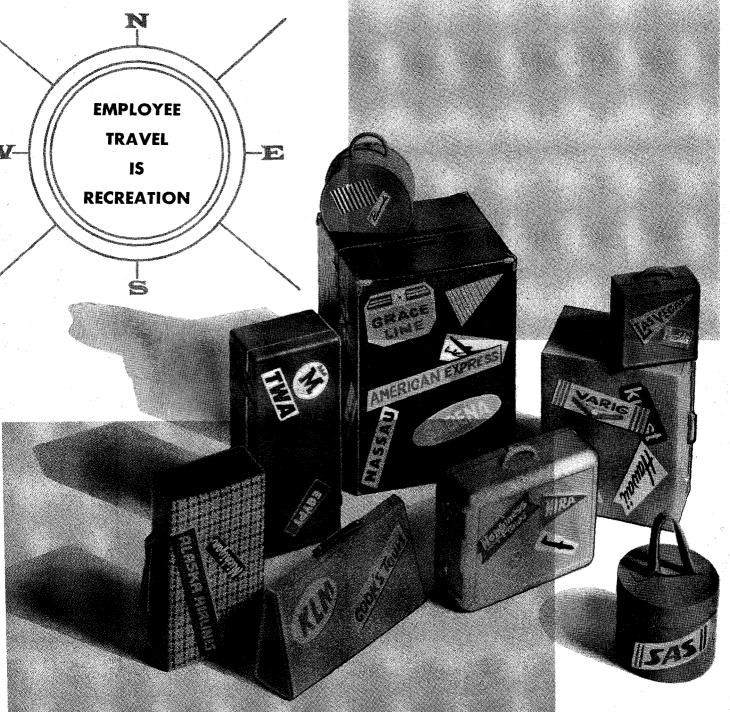
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RECREATION

February • 1962

THE NATIONAL MAGAZINE OF RECREATION IN BUSINESS AND INDUSTRY

MANAGEMENT



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Here's how. Get Brunswick sports equipment for your teams. Better sports equipment just naturally makes for a better game. And the best equipment comes from Brunswick, including the quality lines of MacGregor, Red Head and Union Hardware. Teams are only as enthusiastic as they

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FEBRUARY 1962

Volume 5, Number 2

No matter where a person may live or work, chances are that he looks forward to travel. And today more employees and their families are seeing more of the world through their companies' travel club.



RECREATION IN BUSINESS AND INDUSTR

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- RECREATION OUTLOOK—PHYSICAL FITNESS: WILL INDUSTRY ACCEPT THE CHALLENGE?
- RECREATION ROUNDUP
- 16 INDUSTRY ITEMS

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RECREATION OUTLOOK

Physical Fitness: Will Industry Accept The Challeng 7:

President Kennedy laid it on the line when he deplored our push-button living. He hit a sore spot when he stated that Americans are deprived of "minimum physical activity essential for healthy living."

And he made us flinch when he stated that the remedy to our soft living lies in only one direction: "Developing programs for broad participation in exercise by all men and women."

He has challenged the nation's sources of physical fitness to "provide more opportunities for those no longer attending school."

Director of the President's Council on Youth Fitness is Charles B. "Bud" Wilkinson, who, at the University of Oklahoma, has compiled the best coaching record in college football history. To get the President's program for Physical Fitness off the ground, Bud Wilkinson recently introduced to the National Collegiate Athletic Association a resolution calling for a minimum college-level program. This resolution, adopted by the NCAA at its 56th annual convention, appears below.

Whereas, educated men and women, as responsible citizens, should understand the value of good health, vitality, and physical fitness; and should strive to develop and protect their own health and fitness and that of their family, community, and nation;

"Whereas, to attain this goal, colleges and universities are urged to provide programs, services, and facilities to insure that all students, men and women, will achieve the necessary knowledge of good health practices and maintain an optimum level of health and physical fitness;

"Now, therefore, be it resolved, that the National Collegiate Athletic Association at its 56th annual Convention enthusiastically endorses and supports the following minimum college-level program as recommended by the President's Council on Fitness:

"Entering students should be required to undergo a medical examination to determine health status . . . Students should be counseled regarding their basic health needs. They should be encouraged to seek necessary medical and dental care.

"Students should be expected to attain and maintain a high level of physical proficiency. To insure this objective, each student should be given a physical achievement test at the beginning of each school year. Those students who do not make a satisfactory score should be required to take a physical development course.

"A test of basic health information (first aid, nutrition and like matters) should be included as part of the academic test battery administered to entering freshmen. Students failing to achieve a satisfactory score should be required to take a course in health education designed to provide the minimum basic information necessary for desirable health practices.

"Men and women students must be provided the opportunity to participate regularly in vigorous exercise. As an important part of the institution's educational and recreational facilities, leadership and programs in a variety of sports, aquatics and other activities should be made easily available to students and faculty.

"It is urged that varsity sports facili-



Bud Wilkinson

ties, when not in use by varsity teams, be made available to the student body and faculty. The leadership and facilities of the institutions should, when possible, be used to serve the fitness needs of citizens in the local area and by organizations which lack adequate facilities of their own.

"Be it further resolved, that this resolution be distributed to the chief executive officers, faculty representatives and athletic directors of all member institutions and the executive officers or allied and affiliated organizations."

National survival is closely linked with the physical, mental, and moral virility and strength of our people, and has a direct bearing on the outcome of either a hot or cold war...

Tom Hamilton, Executive Director of the Athletic Association of Western Universities and Chairman of the Olympic Development Committee, followed Bud Wilkinson to the rostrum at the NCAA Convention, and spoke to the group about the interelationship between physical fitness and Olympic development. Here are some of the highlights from his talk. They apply as much to industrial recreation as to college programs.

"One of the best methods we can employ to build physical fitness is to use the Olympic incentive to spur young men and women into broad and intensive participation in Olympic sports with their top goals . . .

"The peoples of the world are placing great significance on athletic competition as an evidence of strength which makes the Olympic Games with their wide appeal very important in this intense international struggle. . . .

Tom Hamilton then pointed out that if democracy brings out the best in men, it should show physically.

Commenting on Olympic competition, he reviewed the total number of medals won by Russia and the United States in the last three summer Olympic Games:

	1952	1956	1960
Russia	69	98	100
USA	76	74	68

"Americans should realize that the U. S. no longer will be favored in our strong Olympic sports and that full attention must be devoted to sports in which we have exerted slight interest in order to hold our heads up on this Cold War front," he declared.

"In the present world climate, anything else is unpatriotic."

Mr. Hamilton said that Russia and other nations have applied toward

athletic endeavor the well-known American methods of mass production, while the United States with all its genius for efficient organization and productivity has failed to place these methods in operation except for a few sports.

"The United States can be sure of being successful in Olympic competition if we get rid of our apathy and blindness of the facts in the present situation."

Mr. Hamilton disclosed that the NCAA has requested the various collegiate conferences to initiate and conduct competition in various retarded Olympic sports.

"It is felt that if each conference would accept the responsibility of building competition in one or more retarded Olympic sports a great broadening of the base and rapid improvement would result.

"Then, if the State High School Athletic Associations in the area of each conference will sponsor the same sport, a continuity of development will be accomplished . . .

"To further augment this system, it is hoped that the top Olympic potential athletes entering the Armed Services will be recommended by their college coaches for assignments in the Armed Forces which will permit them to continue their sports preparation for the



Tom Hamilton

Olympic trials.

"The AAU and other organizations could play their accepted role by attempting to get a return to sponsorship by various athletic clubs of the nation to provide post-college competition and opportunities."

Mr. Hamilton declared that we should shake ourselves in order to eliminate the narrow habits we have been following, and apply ourselves with American determination to many additional sports.

TIME FOR INVENTORY!

President Kennedy scored a point. A sore point. We don't like to admit that he's right. It's bad for our ego. We like to think of Uncle Sam's physique as one that's hale and hearty, rather than one which has softened because of our high standard of living.

Too often, our daily exercise comes from a hike to the nearest pencil sharpner. Or a stroll—every hour on the hour—to the nearest washroom, which may be located all the way down at the other end of the hall. Even at home, when we are so inclined, we slouch across the living room to switch channels on the TV set.

President Kennedy is asking all of America to pitch in on his project. And that includes American industry. True, many firms conduct year-round, top-notch recreational programs for their employees.

For example, at Goodyear Tire & Rubber Co. (following President Kennedy's plea) officials commented: "physical conditioning is an old story here," as they pointed out that their employees could enjoy more than 70 activities at the company's recreation facilities.

Unfortunately, such companies are the exception rather than the rule today. Too many firms are still inclined to take the attitude that what the employees do on their own time is their own business. That attitude is constructive only to a point.

Where industry is concerned, physical fitness is more

than a health fad. It ties in with improved production, morale, and attendance records. Research studies have shown that physically fit employees are more stable; that they have better-than-average attendance records; and that their high morale leads to better work concentration.

One firm that has long exemplified the natural tie-in between industry, recreation, and athletic endeavor is General Mills. Inc.

General E. W. Rawlings, President of the company, points out that his company has had an interest in physical fitness and athletic activities since its earliest days.

"With the Olympic Crusade, this interest has reached a new height and every cooperation will be given to insure the program's success," he notes.

A challenge has been issued to us by the President of the United States—a challenge which industry should gladly accept.

It's time to inventory your company employee activities program. Fitness is vitally important to industry. It's a continual challenge that demands top-level direction by competent leadership, as well as sound financing of programs and facilities.

If you'd like information or background materials concerning a specific sport, or any recreational activity, just drop a note to *Recreation Management*, 203 N. Wabash Ave., Chicago 1, Illinois.



More industrial golf courses would be one answer to the nation's recreational problem of overcrowded greens and fairways. Created in the late 19th century, employee courses have steadily increased in number over the years. Today, there are many reasons to believe that during the next 10 years you'll see . . .

Industrial Golf's Greatest Decad

he patience of thousands of industrial golfers will be sorely tested this

If you're one who has to wait three hours for your "tee-time," remember that there are nearly 1,000 golfers for every course in the country.

While the number of new courses opened for play since 1945 has increased 331/3 per cent, the increase in the number golfers has more than kept pace.

This is also true of industrial golf courses. According to a recent survey conducted by the National Industrial Recreation Association and the National Golf Foundation, nearly 50 per cent of employee courses in existence today have been built since World War II. The survey also showed that close to 2 million rounds of employee golf were played in 1961.

It wasn't always like this. One balmy afternoon in August, 1896, a young executive of Oneida Ltd. in Oneida, N. Y., waited impatiently to approach the fourth green. It wasn't a foursome herd of sheep grazing on the green! In the days of industry's first golf course, sheep were used to keep the course mowed.

Today, if that exec could look out Oneida's picturesque 9-hole course, he wouldn't recognize it. In it's earliest days, Oneida's play was limited exclusively to management and its guests. Now, membership is open to all of the firm's 3,000 employees, as well as business and professional people in the area.

According to J. Wayland Smith, Oneida's Director of Non-Manufacturing Departments, the club now has more than 200 members. Dues range from \$20 to \$60, depending upon the members' wages.

This tremendous growth and acceptance of Oneida's industrial course is not unusual. It's a surge that's being shared by conscientious firms across the United States, and in Canada.

Last year, industrial golfers played more than 34,000,000 holes of golf.

up ahead that bothered him-it was a Latest figures from the National Golf Foundation show that there are 116 industrial courses in existence, with another 16 under construction or in the blueprint stage.

> Typical of the new courses that will play a part in industrial golf's greatest decade are two now planned by General Electric, which has one course in operation at Schenectady, N. Y., for its home office employees.

> One of the 18-hole courses is planned for the greater Boston, Mass., area, where the firm employs more than 16,-000 persons. Known as the Thomson Country Club, it will be located in North Reading on a new 202-acre family-type recreational site.

> In addition to the course, facilities will also include a clubhouse with ballroom, dining room and meeting rooms, cocktail lounge, tennis courts, two swimming pools (with lights for nighttime activities), a wading pool, and picnic area.

> Ground-breaking will take place this spring, and if everything goes accord-

Taken about 1900, this wintry shot shows two of industrial golf's hearty pioneers. Waiting his turn to tee off in front of Oneida's Community Mansion House is P. B. Noyes, who introduced game to management.



Modern day league players never had it so good. Here a Sun Oil Company foursome coach the ball as a money putt edges toward the cup. Improved courses and equipment have brought lower scores.



ing to plan, the first 9 holes will be ready for play by the spring of 1963.

While the club at Nahant has 925 members officials hope to see 1,100 members participating at the new location. Employees, of course, will get first chance at membership. Should the group fall short of its goal, however, then associate members will be considered until the goal is reached.

To help promote the new project, all new members are required to buy a \$100 bond. And if a member buys more than \$200 worth of bonds, he gets a bonus of 5 per cent yield in addition to sharing in the ownership of his course. Associate members are required to buy \$200 worth of bonds, but they have no voice in the operation of the club.

Company officials have cooperated with employees in a number of ways to help assure success of the new venture. One way is through payroll deduction, which will make it easier for the members to pay their dues of \$1 each week.

General Electric's second new industrial golf course is being promoted by employees working in and around Philadelphia. Named the Sugartown Country Club, the 18-hole course is situated on 163 acres in the Paoli-Newtown Square area. It's scheduled for completion in the spring of 1963. Sugartown's facilities, which will include clubhouse, swimming pool, and tennis courts in addition to the course, are being financed through the sale of membership certificates.

Two types are available: Class A membership which offers use of all facilities for \$500 plus tax, or Class B membership which, for \$300 plus tax, does not include use of the golf course. Sugartown's goal is 400 Class A members and 300 Class B members. Class A members pay annual dues of \$240,

A PARTIAL LIST OF COURSES PLANNED OR UNDER CONSTRUCTION

Phoenix, Ariz. Salt River Project	planning 9-hole, par-3 course
El Segundo, Cal. Standard Oil Refinery	planning 18-hole standard course
New Haven, Conn. Olin Mathieson Chemical	planning 18-hole standard course
Kokomo, Ind. Haynes Stellite Co.	planning 9-hole standard course
Augusta, Kan. Socony-Mobil Oil	planning standard course
Louisville, Ky. General Electric	planning country club for
	G-E executives of Louisville
Nahant, Mass. General Electric	planning 18-hole standard course
Milford, N. J. Riegel Paper Corp	planning 18-hole standard course
Paoli, Pa. General Electric	planning 18-hole standard course
Houston, Tex. Cameron Iron Works	planning 9-hole standard course
Orange, Tex. Du Pont Sabine River Works Plant	planning 9-hole standard course
Burlington, Vt. General Electric	planning 9-hole standard course
Danville, Va. Dan River Mills	, planning 9-hole addition
	to present 9 hole course

while Class B members pay half that amount. As with the Thomson Country Club, dues are processed through payroll deduction.

To get the Sugartown project underway with the \$290,000 raised through the sale of membership certificates, the club is purchasing the land on a 20year mortgage contract at 6 per cent. The balance sheet shows that the employees expect to realize \$147,000 income each year. Of this amount, \$132,-000 is expected to be derived from dues, and \$15,000 from clubhouse and bar facilities.

This enthusiasm on the part of employees for industrial golf is not confined to the east. It's picking up rapidly across the country. In Pensacola, Florida, Chemstrand Corporation employees are hard at work putting the final touches on their 18-hole course that covers more than 6,000 yards. It includes two holes of more than 500 yards, and an exacting "water hole" that will challenge even the most accurate shot-maker.

The acceptance of industrial golf courses can be measured in a number of ways. Participation is at an all-time high. Each year for the past 15 years, the rounds of golf played on employee courses have shown a substantial in-

Part of the credit for the boom in industrial golf must be given to the ladies. Womens' leagues have been a natural outgrowth of increased employee interest in golf outings. And as their leagues have multiplied, so have complaints about crowded conditions and slower play.

For better or for worse, however, the ladies will continue to decorate industrial golf courses in greater numbers.

One answer to the problem of crowded fairways would be for more company officials and employees to sit down together and review possibilities for a company course of their own. Company executives, especially those frustrated by hours of waiting to tee off, are likely to encourage their employees to go ahead and draw up plans.

This should happen at dozens of firms around the country in the next 10 years, because industrial golf is entering its greatest decade.

n 1898, family participation was not exactly encouraged on the industrial courses that existed at that time, but a few brave ladies and young sters took up the game. Note long skirts that touched the ground.



Practical attire adds comfort as an increasing number of ladies are taking advantage of industrial golf leagues for women. While all this tends to improve the scenery, it may also slow your play and raise your score.



R M RECREATION ROUNDUP

NIRA Exhibit Grows

The 21st NIRA Conference & Exhibit which will be held June 17-20 in New York City at the Hotel Commodore already promises to be one of the biggest and best in the history of the Association.

At press time, these firms had already reserved exhibit space:

Adirondack Bats, Inc. American Bowling Congress Automatic Canteen Company Boin Arts & Crafts Co. J. H. Cargill, Inc. Champion Knitwear Co. Coca-Ĉola Company Consumers Automatic Vending, Inc. J. deBeer & Son Encyclopaedia Britannica Game-Time, Inc. Hillerich & Bradsby Co. Jayfro Athletic Supply Co. King Louie Bowling Apparel Lion Brothers Company, Inc. MacGregor Company Mexico Forge, Inc. Nat'l Ass'n of Amusement Parks, Pools, & Beaches National Bowling Council **New York Convention & Visitors** Bureau Penn Emblem Co. Pepsi-Cola Co.
Rawlings Sporting Goods Co.
S & S Arts & Crafts Saunders Mfg. & Novelty Co. Saxony Uniforms Seven-Up Co. Sico Mfg. Co., Inc.
A. G. Spalding & Bros.
Sportsmen's Service Bureau Swiss Melody Corp. Wilson Sporting Goods Co.

"Queen of Roses"

Miss Judith Barrett of Falstaff Brewing has been chosen the "St. Louis Queen of Roses."

Wittek Golf Range Supply Co.

She's showing Bert Granville, Presi-

The Lockheed Employees Club at Burbank, Calif., recently undertook a worthwhile project when they rebuilt the model railroad installation at nearby Children's Hospital. The Club refurbished the rolling stock, and mounted and set up a model rail system.



dent of the St. Louis Industrial Recreation Council, her travel plans for the trip to the Tournament of Roses



Parade, which will be held in Pasadena, Calif., on New Year's Day.

Runner-up in the contest, sponsored by the *Globe-Democrat* in cooperation with Anheuser-Busch, is Darlene Crnkovich of the International Shoe Co.

Both winners were entered by firms belonging to the St. Louis Industrial Recreation Council.

NIRA Scholarship

Applications are now being accepted for this year's NIRA scholarship which will be used to "aid a scholastically eligible student in the field of recreation."

It will be awarded at the 21st NIRA Conference & Exhibit, which will be held June 17-20 at the Hotel Commodore in New York City.

Honored in 1961 with the first grant by the National Industrial Recreation Association was Miss Jill Speed, a junior at the University of Southern California.

Miss Speed's grant was boosted by additional donations of \$100 each from the IBM Club of Yorktown Heights, N. Y., and Flick-Reedy Corp. of Bensenville, Ill.

Hoffman Heads ASA

Fred Hoffman of Springfield, Mo., state YMCA Director, has been elected President of the American Softball Association for 1962.

At the same time, the Association has established the times and places for this year's championship tournaments.

Stratford, Conn., will host both the Men's and Women's Fast Pitch tournaments. The men's contests will be held Sept. 14-22, while the ladies will start playing on August 24th and will continue over Labor Day week-end.

The Open Division of Slow Pitch competition will be held over Labor Day week-end in Cleveland, O.

The same week-end will see the Industrial Slow Pitch Tournament at Pittsburgh, Pa., and the Women's Slow Pitch contests at Cincinnati, O.

While the date has not yet been established for the 1962 All-Star Game, it will definitely be held in Aurora, Ill., home of the '61 World Championship Stephens-Adamson Sealmaster team. TV coverage is scheduled.

Hams Score Bowling "First"

Employees at Motorola recently chalked up a "first" when the company's amateur radio operators conducted an



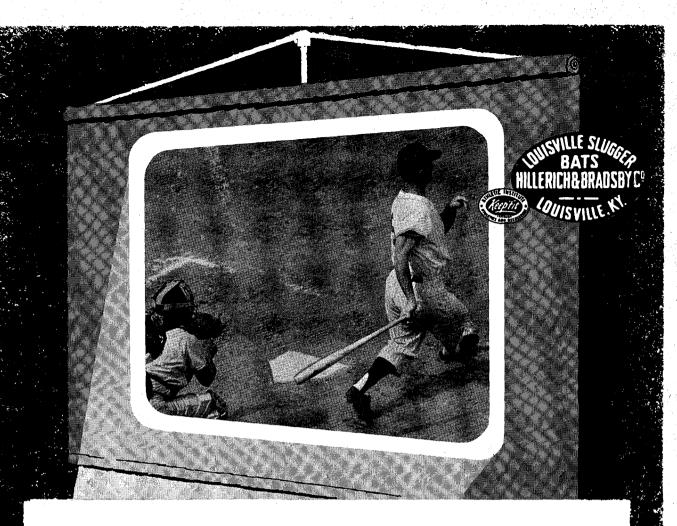
intercity radio bowling match between Culver City, Calif., and Chicago, Ill., teams.

According to the firm's publication Voice, contact between the two bowling alleys—one at River Grove Bowl in River Grove, Ill., and the other at the Jefferson Arena in Culver City—was accomplished through a Motorola ham radio relay network.

In the picture, John Disch (right) coordinator of radio activity at the Chicago end of the match, watches as Jack Beckel and Tony Linder broadcast scores from River Grove Bowl.

Charles Jahn (standing, center, white shirt), 77-year-old President of the U. S. Seniors Bowling Ass'n (no one under 55 allowed), recently visited members of Allis-Chalmers retired employees bowling league in Milwaukee. He put on an exhibition with Bowling Hall of Fame member Hank Marino.





You're there again ... in <u>Full Colon!</u>

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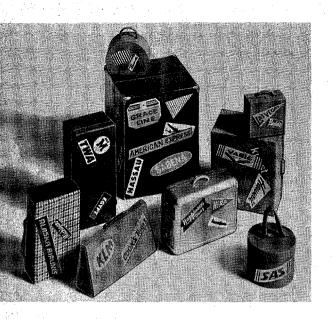


The Hillerich & Bradsby Company is happy to again make available for your use the motion picture film of the World Series. See all the action of the 1961 World Series in full color. Share the excitement of that thrilling second game when the Cincinnati Reds convinced the baseball world that the "Reds Were for Real." Then watch the Bronx Bombers invade Crosley Field and unleash a barrage of hits and homers that carried them to a decisive 4-1 victory.

HOW TO BOOK THE FILM

Set a date for a showing and make your reservation through your sporting goods dealer. Remember this film is 16mm and can be used only with a sound projector.

HILLERICH & BRADSBY CO.
LOUISVILLE, KENTUCKY



Ever since the travel bug bit industry, employee tours have been playing a bigger part in company recreation programs.

Here's what one firm plans for 1962 as . . .

Employee Tours Grow M

Only a few years ago the extent of employee travel tours as a part of industry's recreation programs was an occasional bus or train trip to the big city.

Today, these tours are developing such tremendous interest among employees—both active and retired—that travel clubs at hundreds of firms across the country are scheduling the most ambitious itineraries in their history.

Typical is the travel schedule that the Eastman Kodak Company Recreation Clubs in Rochester, N. Y., have mapped for 1962. Sandwiched in between April and December are a total of 11 trips.

Three of these will carry Kodak people to Scandinavia, Scotland, and Ireland during the summer, and four others will take employees to the Caribbean. In addition, two excursions to New York City have been planned, plus bus trips to Florida and New England.

Originally, only two trips to Scandinavia were planned, but Ray Walsh, director of the Kodak Office Recreation

Club, reports that there was an unexpected rush for reservations.

"The two July trips we offered were sold out in the first two days," he explains. "The only thing to do was to schedule a third trip, which we have set up for July 29."

The 3-week Scandinavian tours will take in Norway, Denmark, and Sweden, plus visits to Scotland and Ireland. Employees will see such romantic places as Amsterdam and Hamburg, Germany, before taking the Alps Express to Copenhagen. There'll be two days in Stockholm, and three days in Oslo where a fjord cruise is slated.

In Edinburgh, Scotland, Kodakers will see the lochs and moors . . . a steamer takes them to Belfast and Dublin, Ireland. And to be sure, they'll enjoy Killarney and Shannon.

The Scandinavian trips operate under CAB regulations, and are limited to Kodak Rochester people who are eligible for three weeks vacation in 1962, and members of their immediate families.

All-expense tours will cost between

\$917 and \$927, while "flight only" trips will run less than \$300. The full-package trips include flight, two meals a day, hotel accommodation, bus, train and boat fares, sightseeing trips, entertainment, baggage transport, tips, taxes, and other incidentals. All travel is first class, and full-time professional guides accompany each tour. At the same time, there will be leisure hours set aside during various stages of each trip so that Kodak employees may browse about on their own.

Arrangements with the airline require 79 passengers for each trip. Forty seats on each flight are reserved for the "land-tour" passengers, and 39 will be for those who have "flight-only" reservations. Tours have been handled on a "first-come, first-serve" basis. A \$100 deposit is required with every application.

In the fall, four flights of 32 Kodakers each will soar to the West Indies.

First stop in the sunny Caribbean will be Curacao. There the 'floating market' of native schooners offers tasty produce, duty-free. At Aruba, Kodak

Some 30 members of the Kodak employees tour group enjoyed a stay in 1961 at the Coco Palms hotel on the beautiful garden island of Kauai.



KODAK EMPLOYEES ITINERARY FOR 1962

Apr. 19-22	Easter Excursion to New York City
Apr. 30-May 21	Florida Bus Trip for retired employees
July 6-29	Scandinavian Tour #1
July 27-Aug. 19	
July 29-Aug. 21	
Aug. 18-20	New England Bus Trip
Aug. 31-Sept. 3	Labor Day Excursion to New York City
Oct. 27-Nov. 11	
Nov. 3-18	
Nov. 10-25	
Nov. 17-Dec. 2	Caribbean Tour #4
t and the second	

Popular

men and women will be treated to the sight of sunken ships through glassbottom "catamarans."

St. Thomas in the Virgin Islands will capture the tour groups for a couple days, where they will creep through Bluebeard's Castle.

"Then by air to San Juan . . . where you can wander about the historic Spanish capital and watch the surf as it pounds El Morro castle, the old fort which has protected Puerto Rico down through the centuries."

Complete cost of the fascinating 16-day tour will be \$585, including two meals a day, sightseeing and transportation between the islands. Also included are hotel facilities, private swimming pools, beaches, tennis courts, and dancing to calypso music under the stars.

The Caribbean tours are open to Kodak's retired employees, along with the two excursions to New York City. Also planned is a special three-week bus trip to Florida for the firm's retired employees. In order to assure complete relaxation on this leisurely

tour, overnight stays will not terminate until noon of the following day.

The August bus trip offers nine days of seashore and rugged coastline of Maine and Massachusetts, the mountains of New Hampshire and Vermont, and the rolling hills of Connecticut.

Last year a total of 527 Eastman employees participated in the company's travel program, exclusive of excursions. A summary show that there were 469 active Kodakers and their families, and 215 retired employees participating. The greatest number, 146, went on the two European trips; 77 took the all-expense tour.

"There were 143 Kodakers on the five Hawaiian trips . . . 104 retired people went on the California bus trip . . . and 75 EKers went to Bermuda . . . largest number of retired people participated in the California trip . . . 26 went to Europe . . . 27 went to Hawaii . . . and 58 took the trip to Washington and Williamsburg."

The success story behind the growth of Eastman Kodak's travel programs for its employee is not exclusive. Employees at other firms around the country are also enjoying an increasing number of trips and tours through their recreation clubs.

WHY SO POPULAR?

What's behind this boom? For one thing—and this is probably the most important factor—it appeals to almost every member of the employee's family. They offer the chance to see those "far away places" and bring excitement and adventure into the lives of employees.

As one employee puts it: "These travel tours have given my family and me an opportunity to see a lot of those glamorous places we had read so much about.

"If it weren't for the tours, chances are we would never have been able to visit them."

Travel is mighty good medicine for tensions that build up as a result of our increasingly mechanized economy, which means that recreation management must consider the rewards of promoting employee travel as a part of its overall program.

Employee tours are easy to arrange. Group travel is lower in cost than individual trips, and it offers fellowship with people you know.

To help the readers of Recreation Management plan bigger and better employee travel programs, the National Industrial Recreation Association created a Travel Council in 1957 which has played a significant role in the rapid expansion of employee tours. If you'd like some very valuable how-to-do-it information on planning travel tours, just drop a note to NIRA, 203 N. Wabash Ave., Chicago 1, Ill.

One of last year's travel groups prepares to relax upon arrival in Honolulu.



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Kibitzers' Delight

A group of employees at Sandia become addicted to Kriegspiel—a variation of the old game of Chess

A group of employees at Sandia Corp., in Albuquerque, N. M., have come up with a novel game that's as much fun for the kibitzers as it is for the contestants.

The game is called "Kriegspiel," a variation of chess. It has been occupying the greater part of the noon hour for its addicts. Although only two can play the game at one time, according to the company publication *Lab News*, it lends itself well to group participation because it's a natural for the second-guessers.

The game owes much of its popularity to the fact that Kriegspiel's "kantankerous kibitzers" are not inclined to watch the game in a quiet, dignified manner. To the contrary, Monday-morning quarterbacks are heard to comment caustically on contestants' strategy. In fact, the spectators do just about everything except execute an actual chess move.

Invented in the 19th century by soldiers at a German military academy, Kriegspiel could be called "blind chess." It requires a good memory, deductive reasoning, and well-developed geometrical thinking. A barricade separating the two players keeps each unaware of the other's moves.

REFEREE REQUIRED

Each player uses a chess board and sets of men. A third board with a separate chess set is supervised by the referee who monitors all moves. He reports checkmates, captures, and rules on the legality of each move.

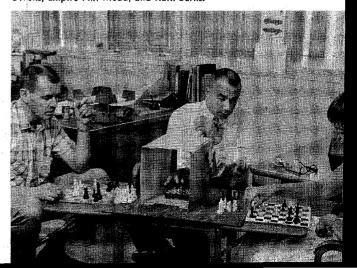
While the contestants' boards are visible to the referee, they cannot see the referee's board. Usually, they move a man blindly—and hope the play will be legal.

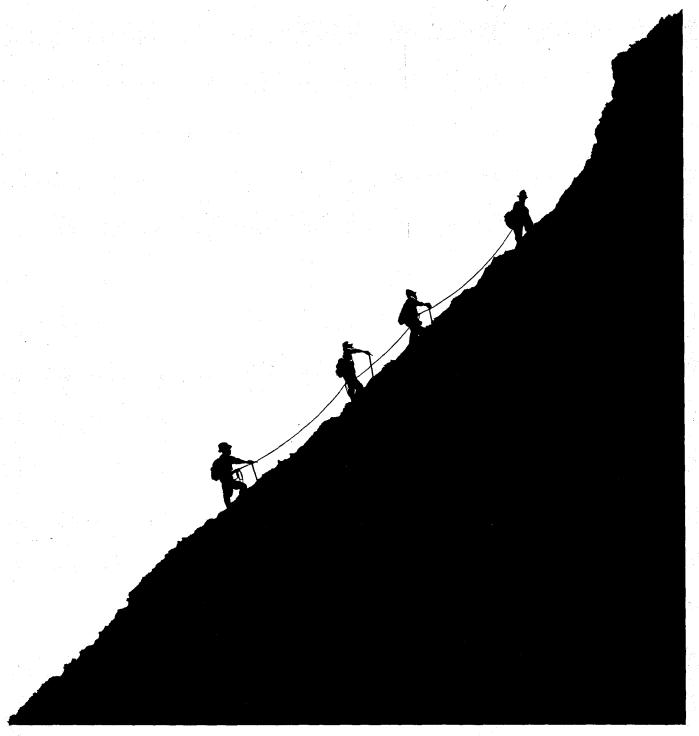
While Kriegspielers have been enjoying the game for a couple years, kibitzers helped bring about some revisions. "At first, they found the game too slow for noon-hour play, so the rules were modified so that pawns could not capture unless the move occurred immediately after an adjacent piece had been removed."

One of Sandia's Kriegspiel addicts, Mike Norris, claims that "blind" Kriegspiel is more exciting in its challenge to memory and reason than the standard game of chess.

Moreover, it requires less playing time, he says. "Most Kriegspiel games last less than 45 minutes, because kibitzers who want their turns at the boards don't let the game last much longer."

Absorbed in noon-hour Kriegspiel match at Sandia are (I-r) Neil Givens, umpire Phil Mead, and Ruth Burns.





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The Athletic Institute is devoted to the advancement of athletics, physical education and recreation.

Below are the organizations, which, through their financial support, make possible the non-profit programs of the Athletic Institute.

Adirondack Bats, Inc. Albany Felt Company American Gut String Mfg. Co. American Playground Device Co. American Thread Company American Trampoline Co. Ashaway Products, Inc. The Athletic Journal Atlas Athletic Equipment Co.

Bancroft Sporting Goods Co. The Bike Web Company Tom Broderick Co. Brunswick Corp.

Cainap Tanning Company
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The Cramer Chemical Company

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Empire Specialty Footwear Co. Employee Recreation Magazine
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The General Athletic Products Co. General Sportcraft Co. Ltd.
The Harry Gill Company

Golfdom Rubatex Div. Great American Industries, Inc. Gunnison Bros. Inc.

Hanna Manufacturing Company Harvard Specialty Mfg. Co. H. Harwood & Sons Hillerich & Bradsby Hoffmann-Stafford Tanning Co. Hofran, Inc. Hutchinson Bros. Leather Co. Hyde Athletic Shoe Company

The Ivory System

Jayfro Athletic Supply Company J. B. Athletic Shoe Company
The Johnstown Knitting Mill Co. Joyal-Van Dale, Inc. E. P. Juneman Corporation

Arthur Kahn Company, Inc.

Lamkin Leather Company The Linen Thread Company, Inc.

The MacGregor Company Marba, Inc. Marshall Clothing Mfg. Co. The Mentor

National Baseball Congress National Baseball Congress
National Bowling Council
National Sporting Goods Assn.,
National Sporting all its sporting
goods dealer members.
National Sports Company
Nelson Knitting Company
Nocona Leather Goods Co.
Nanpareil Div. of The Gared Co. Nonpareil Div. of The Gared Corp.

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Pennsylvania Athletic Products Pennsylvania Sporting Goods Co. F. C. Phillips, Inc.
Plymouth Golf Ball Co.
Post Manufacturing Co.

Powers Manufacturing Co. Premier Athletic Products Corp.

Rawlings Sporting Goods Co. Rawlings Sporting Goods Co. Recreation Equipment Corp. Red Fox Mfg. Co., Div. of Collum & Boren Charles A. Richardson, Inc. John T. Riddell, Inc. Rockford Textile Mills, Inc. A. H. Pase & Sone Company A. H. Ross & Sons Company
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Southland Athletic Mfg. Co.
Southland Athletic Mfg. Co.
Sporting Arms & Ammunition
Mfrs. Institute
The Sporting Code Mtrs. Institute
The Sporting Goods Dealer
The Sporting Goods Fair
Sporting Goods Products The Sporting News

Sports Age oports Age Sports Illustrated Stowe-Woodward, Inc. H. Swoboda & Sons, Inc.

Tober Baseball Mfg. Company United States Rubber Co.

Victor Sports, Inc. W. J. Voit Rubber Corporation

Weyerhauser Company, Boxboard and Folding Carton Division Wheatles Sports Federation Wilson Sporting Goods Company Wigwam Mills, Inc.

Yarrington Mills Corporation

Besides the above, The Athletic Institute has an associate membership comprised of a number of sporting goods dealers, geographically spread throughout the United States.

Industrial recreation leaders look toward the .

4th ANNUAL HELMS AWARDS

Five companies will be honored for their outstanding activities recreation at forthcoming NIRA Conference & Exhibit

President Kennedy's call for more emphasis on physical fitness training across our nation puts greater emphasis than ever before on the forthcoming Helms Industrial Recreation Awards program.

Competition is sponsored by the National Industrial Recreation Association in cooperation with the Helms Athletic Foundation. The Award honors those five companies which have provided the most outstanding recreation programs for their employees.

Last year, the program was expanded to five classifications. This allows for competition between similar size companies, based on the number of their employees. In the program's

first year, no classification awards were made.

Every company that enters the competition will be classified according to its number of employees. From each of the five divisions, judges will select a winner. The five winners will then compete against each other to determine who has earned the 1962 Helms Industrial Recreation Achievement Award.

Entries will be judged on seven basic

- Contributions to the Association. and industrial recreation field in general.
- Leadership
- Programs
- Facilities
- Organization
- Financing
- Other achievements

Entries for the competition should be sent to NIRA, 203 N. Wabash Ave., Chicago 1, Ill., and must be postmarked no later than April 20th.

Awards will be presented personally to officials of the winning companies at the 4th Annual Awards Luncheon, June 20th, during the Association's 21st Conference and Exhibit at the Commodore Hotel in New York City.

WINNERS OF HELMS AWARDS

1961-Aerojet-General Corp. Sacramento, Calif.

AA—Flick-Reedy Corp.

Bensenville, III. A-Faultless Rubber Co.

Ashland, O. -State Farm Ins. Co. Bloomington, Ill.

-Minnesota Mining & Mfg. Co St. Paul, Minn.

Aerojet-General Corp.

1960-West Point Mfg. Co. West Point, Ga.

Distillation Products Ind. Rochester, N. Y.

-Skylanders Club, Inc., Theo. Hamm Brewing Co., St. Paul, Minn.

-West Point Mfg. Co.

-Lockheed Employees Recreation Club, Lockheed Aircraft Corp., Burbank, Calif. Lockheed Employees Recreation Club,

Lockheed Aircraft Corp., Burbank, Calif.

The industrial awards represent one of the nationally famous award programs conducted by the Helms Athletic Foundation. Others well known to the sports world include the Helms Athlete of the Year Award, the Helms Hall of Fame, and the Helms World Trophy.



This beautiful light, smooth finish has the highest index known, of resistance to abrasion and scuffing. Chosen for leading industrial and college gyms that support heaviest schedules of all-round activity. Actually costs

less because it wears 2 to 3 times as long as ordinary finishes. No-glare, non-slip. Cleans like a china plate for easy maintenance.

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also for tips on preparation for dances, etc. He's "On Your Staff Not Your Pauroll.'

RIVINDUSTRY ITEMS

Moyer Heads KPAA

C. James Moyer has been named executive secretary of the Kodak Park Association, replacing Joe Minella who retired recently.

Mr. Moyer has served as assistant executive secretary since 1954. In his new post, he heads a wide variety of athletic, social, cultural, and educational programs for the 20,000 members of the association.

With a wide interest in sports, Mr. Moyer has played a key role in organizing many KPAA activities. He joined Kodak in 1941.

Buffalo Season

Deer hunters in the Buffalo, N. Y., area (and other people, too) rubbed their eyes in disbelief one day earlier this winter.

And a few of them probably had skeptical bartenders shaking their heads as they related fantastic stories about a truck they saw loaded with a 1,400-pound buffalo.

Actually, what they saw was not an





Industrial bowlers: keep your eye on Flippy. A star performer at Miami Seaquarium, he begins with a deep dive into the 64-ft. pool grasping a 31/2 lb. mahagony ball in his jaws. Gaining momentum as he surfaces, the porpoise gives the ball a mighty heave toward the tenpins set 16 feet down the lane. No threat yet to industrial champs, Flippy took up bowling only 5 months ago. Also shown: 1961 Miami Doubles Title Holder Betty Nieman and Flippy's trainer.

hallucination. It was a genuine American bison—and it was shot by hunter Louis Dobrinski, tool machine operator at Ford's Buffalo, N. Y., stamping plant.

According to the Ford News, Mr. Dobrinski purchased a raffle ticket one

day. Later, he received a phone call from the Salamanca, N. Y., Chamber of Commerce, notifying him that he had won a buffalo!

"But," they told him, "it was on the hoof, and he'd have to come and get it."

After Mr. Dobrinski tracked and shot his buffalo, he brought it home in a Ford C-600 stake truck equipped with a hydraulic lift.

Did he get a deer during the season? "No," reports the Ford News. "But it took three freezers to store his buffalo meat!"

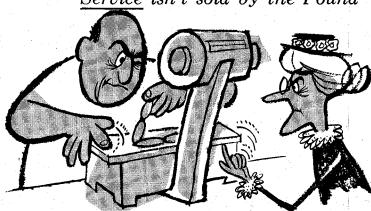
Bowl Down Cancer

The largest campaign of its kind ever waged against cancer is being promoted by the Bowling Proprietors' Association of America in conjunction with the American Cancer Society.

Held during "Bowl Down Cancer Week" from April 22nd through the 28th, the drive will be conducted at 6,000 BPAA-member bowling centers.

IN ATHLETIC EQUIPMENT

"Service isn't sold by the Pound"



You can buy athletic equipment from many sources but, the service you receive may vary from excellent to very bad. The service you receive from a sporting goods retailer isn't "sold by the pound." The "low bid" price may cost you more in the long run, since service was not included at that price.

Get the full measure of service you expect . . . buy equipment from your NSGA Specialist in Sports.



Buy Where You See This Sign of The NSGA Member

NATIONAL SPORTING GOODS ASSOCIATION

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NIRA's 15th annual National Industrial Bowling Tournament welcomes your company teams in South Bend, Ind., March 24-25

Two divisions for teams, Open (no limit) and Industrial (875 maximum team average), equalizes competition, allows firms with superior bowlers to enter their best men.

> Eight-game series, with teams rolling four games on Saturday, four on Sunday, allows sufficient travel time, leaves Saturday night open for free buffet supper.

Special events include a voluntary three-game handicap singles match with cash prizes and a three-game management sweeper for team coaches and escorts.

> Industry-only competition with all bowlers required to be bona fide, full-time employees of the companies they represent, insures the amateur status of the meet.

CHAMPIONSHIPS

General rules: All teams will roll eight games across 16 lanes (four games on each pair). The team with the highest total in each division shall be declared champion.

- All games will be governed by American Bowling Congress rules of 1961-62.
- Team captains must present their lineups and team sanction cards at least one-half hour before scheduled bowling time. Notification of substitutes must be made at this time.
- Male entrants must present their ABC mem-
- The Board of Arbitration shall decide all disputes. Its decisions will be final and bind-

Eligibility: Any business or industrial com-

- · All bowlers must be bona fide, full-time employees of the company they represent.
- · A company may enter two teams from each of its plant or office locations.

Classes of entry: Team competition will be

Open division, no limit on team average.

• Industrial division, 875 maximum average for each five man team. Team members must use league averages for the week ending Feb. 24, 1962. Individuals bowling in more than one league must use composite average. Minimum of 18 games establishes an average.

Entry fees: There will be a \$40 per team entry fee to cover tournament expenses (\$20 for bowling fees, \$15 for prizes and trophies, \$5 for administration, promotion).

- · Tournament bowlers may enter the threegame handicap singles match for \$5 entry fee which will be returned in cash prizes.
- Team coaches and escorts may enter the three-game management tournament for \$5 entry fee, returned in cash prizes.

Prizes: Trophies and merchandise prizes will be awarded to the following-1st, 2nd and 3rd place teams in the Open division; 1st and 2nd place teams in the Industrial division; to the top three teams and individuals for single game and four game totals; and to the high three eight-game individual totals.

Write today for entry blank, complete details

Fill out the coupon below and mail it to NIRA for your official entry blank and information on team accomodations. Special rates (\$7 single, \$11 twin) are available at the LaSalle Hotel in downtown South Bend.

NIRA, 203 N. Wabash Ave., Chicago 1, Illinois			
ENTRY DEADLINE: Midnig	ht, March 19		
	nd complete information on the 15th annual Tournament at the new 32-lane Beacon Bowl 1 24-25, to:		
Name	Title		
Company			
Address			

R M THINGS TO WRITE FOR

Recreation travel guide

Scheduled for publication this spring, the Recreation Travel Guide will provide travelers with detailed information about recreational facilities and accommodations in the New York-New England area.

Special maps and "facility charts" are included for each activity in each state. Special sections are devoted to the methods, practices, and equipment required for each activity, as well as local and state regulations.

This edition is the first of nine to be published. Seven will cover the United States, one will cover Canada, and the last will be an international edition. Price: \$1.50

Recreation Associates, 15 W. 44th St., New York 36, N. Y.

Get fit to ski

This pamphlet contains descriptions of exercises and fitness test standards designed to help reduce the many painful, and often serious injuries, suffered every year by thousands of the nation's snow skiers.

Developed by the national YMCA Physical Education Committee, it's available in packages of 100 for \$12. Association Press, 291 Broadway, New York 17, N. Y.

Seamanship kit

A three-lesson course in the basic skills of pleasure boating, the revised edition of Outboard Seamanship Course Kit is based on the wellfounded axiom that the more you know about boating the more fun it is.

The kit contains an instructor's manual, scripts, posters and materials on legal and safety requirements for the operation of small craft.

A 32-page booklet for students, color motion pictures that emphasize teaching pointers, and other supplementary materials are also available.

Boating Services and Education Dept., Outboard Boating Club of America, 307 N. Michigan Ave., Chicago 1, Ill.

CLASSIFIED

RATES: regular type, 15 cents each word bold face type, 25 cents each word copy must be received by the 5th of the month before date of issue in which ad is desired

POSITIONS WANTED

Seeking position in industrial recreation. Currently student majoring in recreation; graduating February, 1962. Working part time as director of recreation for school district, with emphasis on budgeting, scheduling, public relations, and organization. Supervising 12 persons, all teachers. Box #44—RECREATION MANAGEMENT

HELP WANTED

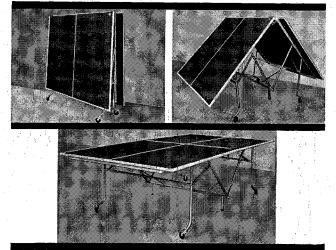
Excellent opportunity at Tennis Club for professional looking for summer work. Season starts May 15, ends Sept. 15. College professional would be considered. Job could wait until June 1 for arrival. Guarantee \$500 per month.

Box #43—RECREATION MANAGEMENT

Administrator to plan, organize, and direct district recreation and park program, plus other duties as directed by governing board. Qualifications must include any combination of training and experience equivalent to college graduation and 5 years responsible experience in field of recreational and park use. Must include 2 years supervisory or administrative capacity in recreation and park program. Salary range \$650-\$800 mo.

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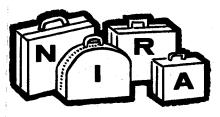
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Any room can become a game room in seconds with the Sico Tuck-Away. It rolls and unfolds quickly, safely. Exclusive "Floating Fold" enables one person to open or close the table in 3 seconds. Full regulation size—yet folds to only 18" x 60" for storing. USTTA approved for official tournament play. The Tuck-Away provides an efficient solution to the need for leisure time relaxation—in industry, hotels, schools, hospitals, and other institutions. Get complete information on the Tuck-Away by writing.

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TRAVEL COUNCIL

... a special NIRA advisory committee formed to assist in planning employee group tours.

At your service for better group tours

Starting a travel club? Planning employee group tours? Take advantage of the valuable aids from the NIRA Travel Council:

Travel Checklists for air transportation and land tour arrangements list all items necessary for a successful trip, help you evaluate bids.

"Let's Talk Travel," useful program guide, outlines best procedures for forming a travel club, planning trips. Includes model club constitution.

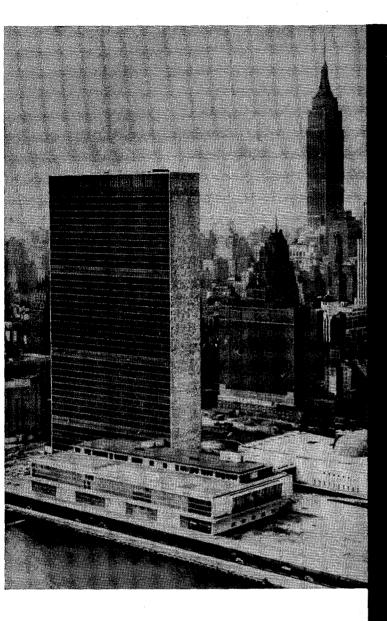
Program aids, including special consultation, provide valuable tips on promotion, travel meeting programs, films, speakers, entertainment.

Bid Solicitation Form, filled out by you, handled by NIRA, provides speedy, convenient method to obtain bids on proposed employee tours.

The NIRA Travel Council is composed of travel-wise NIRA members, leading carriers, tour operators, hotels, resorts.

NIRA TRAVEL COUNCIL

Room 1518, 203 N. Wabash Ave., Chicago 1, Illinois



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CONFERENCE and EXHIBIT

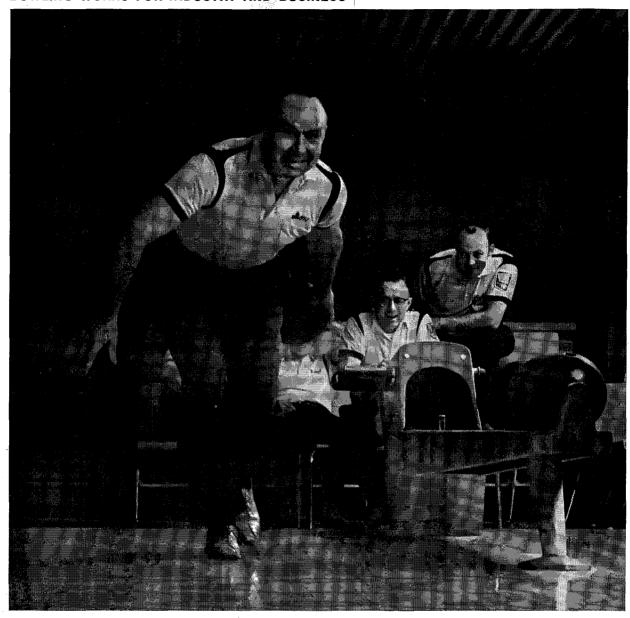
Registration fees, \$40 for NIRA company and branch members, \$50 for non-members, wrap up a bargain package which includes three luncheons, annual NIRA Banquet and Floor Show, opening reception and many other extras. Daily and single session registrations may be made at proportional rates. Advance registration and room reservation forms will be inserted in May 1962 R/M.

Room rates at the headquarters Hotel Commodore run from \$7-\$15 single and \$12-\$18 double. 500 rooms are air-conditioned, most with TV.

Wives program will feature special sight-seeing tours, fashion show, luncheons and other interesting activities as well as the events on the regular conference program. Registration fee: \$20.

start planning now for NEW YORK, June 17-20

BOWLING WORKS FOR INDUSTRY AND BUSINESS



TEAMWORK IN ACTION AT CATERPILLAR TRACTOR CO.

Real teamwork doesn't just happen . . . it's built! At the Caterpillar Tractor Co., teamwork builds enthusiasm. 1500 men and women, members of the Caterpillar Employee's Bowling Association, bowl on 210 teams in 20 Caterpillar leagues at 7 different bowling centers! This is the spirit of fun and team effort that makes employees and employers work better together day in and day out!

Bowling is working for business and industry because it's a sport for everyone: young and old, men and women, novice and expert. No other sport has the universal, year-round *teamwork* appeal that you get from

bowling. And, bowling is one of the most inexpensive sports a company can sponsor. Let bowling work for you!

If you would like more information on how to organize bowling league activity in your company, write the Brunswick Corporation, Recreation Department 23, 623 S. Wabash Ave., Chicago 5, Illinois.



Brunswick
CORPORATION

RECREATION THE NATIONAL MAGAZINE OF RECREATION IN BUSINESS AND INDUSTRE MANAGEMENT

Helen Lacey, of Nationwide Ins. Co., mbus, O., snapped this winning picture



"SPRING THAW" takes top honors in NIRA Employee Photo Contest See pages 12 & 13



Teamwork



promotes teamwork

Plan your employee bowling program now — and make sure it's an AMF-equipped Bowling Center. Why employee bowling?

- All employees can participate. Bowling's easy to learn ...invigorating but not strenuous.
- Sure-fire popularity. Bowling is today's most popular participation sport.
- You benefit. Bowling teamwork builds a better on-thejob work team.
- Low-cost program. League bowling goes easy on recreation funds. Your "Magic Triangle"-equipped bowling center supplies all equipment.

Why at a "Magic Triangle" Center?

- Matchless equipment. League bowlers appreciate AMI extras such as exclusive "Magic Triangle" Automatic Pinspotters and Signaling Units. You get 'em at no extra cost, so why settle for less!
- Superb facilities. AMF-equipped centers offer ultra modern equipment, luxurious surroundings, delightfu refreshments that make an evening complete.
- Friendly cooperation. Your neighborhood AMF bowling proprietor will be glad to help you set up you bowling recreation program—easily and economically See him soon, and get the ball rolling.

AMF PINSPOTTERS INC.

SUBSIDIARY OF AMERICAN MACHINE & FOUNDRY COMPANY JERICHO TURNPIKE, WESTBURY, L. I., N. Y.



T. M.

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Groups of 25 or more will fly on regularly scheduled TWA transatlantic jet flights*. Substantial savings <u>under regular economy</u> fares!

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FREE! Just-published, 20-page booklet will help your employees tour Europe like experts! "TWA Adventures in Europe" covers Europe, nation by nation. Contains hundreds of timely tips for vacation fun, advice on currencies, customs, shopping, sightseeing. Send coupon today for your free supply.

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*Except on certain week-ends during peak travel seasons.

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Wilson uniforms are performance-patterned for freedom of movement. Top quality materials give many seasons of long wear.

Wilson custom-tailored or stock uniforms are available in a wide range of styles, colors and materials to suit every budget.

Wilson also offers a wide selection of gloves and mitts to suit every player. Fielder's gloves, catcher's and first baseman's mitts feature the same top quality leather and master craftsmanship

found in famous Wilson major league baseball gloves.

Wilson softballs play fast and sure, retain their shape, balance and firmness through many innings of hard play.

See your sporting goods dealer now for fast service on the full line of Wilson softball uniforms and equipment.

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Wilson Sporting Goods Co., Chicago (A subsidiary of Wilson & Co., Inc.)



A2910. Slick fielding glove autographed by major leaguer Don Hoak. Large, grease-set pocket and Snap-Action lacing for maximum fielding control. Durable, top grade leather.

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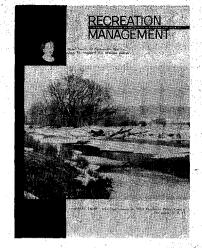
O A. ROTELLI

RCULATION MANAGER DROTHY B. MORRISON

MARCH 1962

Volume 5, Number 3

It's always fun to get out and snap pictures-especially when a photo wins an expense-paid trip to New York City like it did for Helen Lacey of Nationwide Insurance. Her entry takes top honors in this year's NIRA Employee Photo Contest.



RECREATION IN BUSINESS AND INDUSTR

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TOP MANAGEMENT SPEAKS:

C. W. Hosier, Jr., Manager of Special Services at Aerojet-General Corporation, Sacramento, California, delivered the following talk at NIRA's 12th Annual Western Region Conference held last month in Oakland, California.



C. W. Hosier, Jr.

Recreation:

A MANAGEMENT DIVIDEND

In management there are still too many who feel that industrial recreation is only for the benefit of the employee. That recreation does benefit the employee is an established fact. For example:

• The employee becomes healthier by participating in physical fitness.

• The employee becomes more socially acceptable by learning to dance in the dance club.

• The employee gains more poise by acting in the drama

• The employee learns how to plan ahead as a member of the bridge club.

If the above examples are correct—and I think they are—recreation is a dividend for management as well as for the employee.

1) If the employee becomes healthier, more socially adept, gains more poise and learns how to plan ahead, he will also be better equipped to do his job. Consequently, management gets more work for the same pay.

2) By providing an atmosphere where employees can excel, the employee receives a basic need—to be good at something. This builds confidence—and confidence means

more dollar returns on the job.

3) Large companies have a tendency to identify people by numbers rather than by names. Recreation provides a face to face, person to person, management to employee relationship. It helps us to "know" our people.

Once there was a judge in Memphis who was asked by a

friend about a new district attorney.

"I don't know him," stated the judge.

"Judge, what do you mean you don't know him," his friend inquired. "He's been practicing law in your court room for 30 years. You must know him."

"Nope," replied the judge. "I've never played poker with him, been drunk with him, or gone hunting with him. I don't know him!"

4) In this day of highly specialized hard-to-get personnel, an industrial recreation program—along with other fringe benefits—helps us recruit and retain more people. We all know that the outside environment, as well as the job environment, is a factor in the turn-over of personnel. Through recreation we help improve the outside environment for family and employee.

5) Recreation programs provide good material for local publicity. This improves the corporate image in the community—and helps establish the company as a good

place to work.

6) Recreation is also a fine spot to sell the company to the family. Recreational facilities can be designed for multipurpose uses. These include in-plant training conferences, management and sales meetings, and organizational society gatherings as well as a place for intended recreational use.

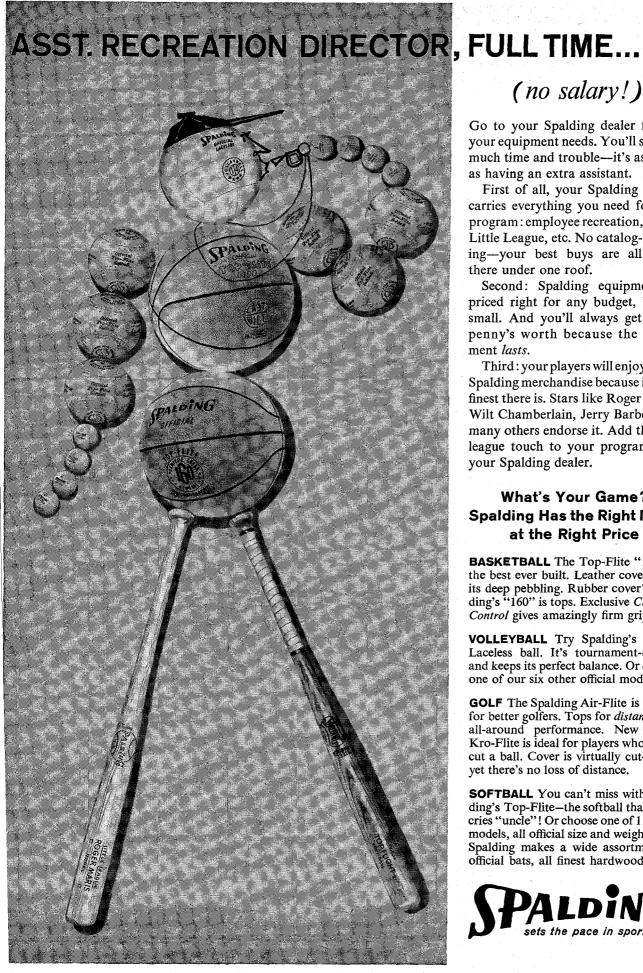
The beauty of all this is that it need not be expensive to be successful. A good recreation program should be essentially self-funded through employee dues and vending machine income which is directly proportional to the needs

and number of employees.

Turn these questions over in your mind. What about in creasing productivity, allowing for personal goals, providing for the one big happy family feeling, reducing turn-over improving community relations, selling the family, and making multi-purpose use of facilities? Aren't all these a dividend for management?

I think so. Because they mean more production at lowe cost, with increased profits through better employer-employee relations. Obviously, then, industrial recreation is not only an employee benefit—but a dividend for manage

ment that pays off big in dollars and cents.



(no salary!)

Go to your Spalding dealer for all your equipment needs. You'll save so much time and trouble—it's as good as having an extra assistant.

First of all, your Spalding dealer carries everything you need for any program: employee recreation, youth, Little League, etc. No catalog-searching-your best buys are all right there under one roof.

Second: Spalding equipment is priced right for any budget, big or small. And you'll always get every penny's worth because the equipment lasts.

Third: your players will enjoy using Spalding merchandise because it's the finest there is. Stars like Roger Maris, Wilt Chamberlain, Jerry Barber and many others endorse it. Add this bigleague touch to your program. See your Spalding dealer.

What's Your Game? Spalding Has the Right Items at the Right Price

BASKETBALL The Top-Flite "100" is the best ever built. Leather cover holds its deep pebbling. Rubber cover? Spalding's "160" is tops. Exclusive Cushion-Control gives amazingly firm grip.

VOLLEYBALL Try Spalding's "114" Laceless ball. It's tournament-quality and keeps its perfect balance. Or choose one of our six other official models.

GOLF The Spalding Air-Flite is perfect for better golfers. Tops for distance and all-around performance. New Super Kro-Flite is ideal for players who might cut a ball. Cover is virtually cut-proof, yet there's no loss of distance.

SOFTBALL You can't miss with Spalding's Top-Flite-the softball that never cries "uncle"! Or choose one of 11 other models, all official size and weight. And Spalding makes a wide assortment of official bats, all finest hardwood.



RECREATION OUTLOOK

"Fitness through competitive recreation."
This is President Kennedy's prescription
for soft Americans

Recreation: Top Priority

Editor's Note: NIRA Executive Secretary Don Neer joined 52 of the nation's recreation leaders on February 21 at a special conference in Washington, D. C. They met with Abraham Ribicoff, Secretary of Health, Education, & Welfare; Stuart Udall, Secretary of the Interior; and Bud Wilkinson, Director of the President's Council on Youth Fitness, and his staff.

Purpose of the meeting was to study suggestions for improving physical fitness through public and voluntary non-profit recreation organizations and agencies. Here's a special report.

We are on the threshold of a new frontier in recreation. Never in the history of these United States have we had a president and a cabinet so vitally concerned with the nation's health and physical fitness. Recognition of recreation's role in developing and maintaining year-round physical fitness for all age groups is receiving nationwide attention.

PHASE I

To date a three phase program is underway. A year ago the President asked for vigorous programs for the physical development of the youth of our nation. In all 50 states there has been a gratifying response to the youth fitness program developed for schools. However, the results of the first pilot projects convinced all concerned that now is the time to do something about fitness. Forty-six per cent of the 20,000 boys and girls in grades 4 through 12 in the states of Oklahoma, North Dakota, Missouri, Georgia, Pennsylvania and the seven Army dependent schools, failed to pass minimum tests on situps, pullups and squatthrusts.

PHASE II

On January 31 the Outdoor Recreation Resources Commission, under the chairmanship of Laurence S. Rockefeller, submitted their three-year study to the President and Congress. It offered a five point program to meet the recreation needs of an expanding population for the next forty years. Included in the recommendations is the establishment of a Bureau of Outdoor Recreation in the Department of Interior. It would coordinate the recreation activities of more than twenty federal agencies whose activities affect outdoor recreation.

PHASE III

This will break May 1-7 in connection with National Fitness Week. Goal is the establishment of community-wide physical fitness committees in each city to coordinate the efforts of all leisure time organizations. Action outlined includes:

- a. Providing state and community legislation to broaden the use of existing schools, playgrounds and public facilities for recreation.
- b. Developing diversified year-round community recreation programs with special emphasis on fitness centers and sport clubs.
- c. Provide and expand opportunities for daily vigorous physical activities for all ages.
- d. Create physical fitness awareness through motivation such as self-testing programs with minimum standards for all ages.

The key man behind the program, Bud Wilkinson, head football coach at the University of Oklahoma and Director of the President's Council on Youth Fitness, maintains: "We need more than programs for varsity athletes; we need physical fitness programs that include all. . . . There is need to develop a strong spirit of competition throughout the entire population.

"What Col. John H. Glenn did exemplifies the American system. But if this freedom of opportunity and other freedoms are to be preserved, we must remain a strong and vigorous nation. It is the obligation of leaders in sport to see that the citizens are awakened to the need for concentrated physical fitness programs.

"UNLESS WE CAN DO SOMETHING TO GET EVERYONE IN AMERICA MOVING, WE WILL NOT BE IN A POSITION TO KEEP AMERICA STRONG".



Don Neer
NIRA
Executive
Secretary

All NEW for 1962

the World's finest Golf Clubs The new Atlas woods and irons combine beautiful design and smart looks with playability and feel to provide a real inspiration for the golfer. Their unsurpassed craftsmanship is a tribute to modern golf technology. Men's Irons ATLAS 9062 **Stainless** Steel Heads Men's Woods MADE RIGHT to play RIGHT!

HILLERICH & BRADSBY CO...LOUISVILLE, KENTUCKY

Also makers of Famous Louisville Slugger Bats for Baseball & Softball

Beacon Bowl ready for NIRA's 15th annual national tournament, March 24-25

SOUTH BEND WELCOMES NIRA BOWLERS

1st Prize
RCA-Whirlpool Refrigerator
High Individual—8 Games

Industrial bowlers from 10 states will be meeting March 24 and 25 at the Beacon Bowl's 32 lanes in South Bend, Ind., for the 15th annual National Industrial Bowling tournament.

Two new innovations have been added by the committee to improve this year's event, which is co-sponsored by the Studebaker Athletic Association.

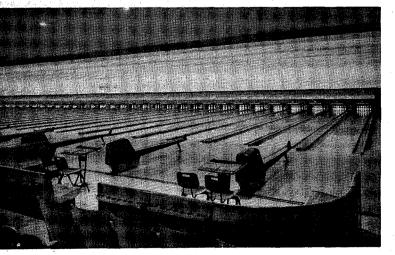
- 1) Singles sweeper (handicap). Computed on an individual basis with a maximum of 50-plus per bowler. In figuring, compute two-thirds of the difference between the bowler's average and scratch of 200.
- 2) Management sweeper. This event is for team coaches and team escorts.

In addition, the three changes incorporated for last year's tournament, based on recommendations from recreation directors and bowlers, will be continued.

1) Eight game series. To allow more travel time, and to leave Saturday night open for individual bowling

BEACON BOWL

photo courtesy South Bend Tribune



INDIVIDUAL CHAMPS-HIGH GAME A. Fredericks, Wyandotte Chemical Co., Detroit, 285 B. Pontone, Hudson Motor Co., Detroit, Mich. 1949 252 K. Haviland, Briggs Beautyware Co., Detroit, Mich. 1950 278 1951 (Tie) J. Hogan, J. Berger, Hudson Motor, Detroit, 256 1952 J. Hogan, Hudson Motor Co., Detroit, Mich. 259 M. Weber, Hudson Motor Co., Detroit, Mich. 300 E. Secrest, Columbus Coated Fabrics, Columbus, Ohio 259 (Tie) T. Binzen, U. S. Steel Corp., Gary, Ind. 1955 247 R. Kula. Abbott Laboratories, North Chicago, Ill. G. Bailey, Firestone Tire & Rubber Co., Akron, Ohio 1956 269 P. Orto, Ford Motor Engine & Foundry, Dearborn, 1957 279 Mich. G. Brechner, Gary Sheet & Tin, Gary, Ind. 1958 267 R. Morrell, The Budd Company, Gary, Ind. 1959 289 V. Sitter, American Sterilizer Co., Erie, Pa. (Tie) W. Henry, Pittsburgh Plate Glass, Pittsburgh, 1960 279 1961 256 P. Kozinski, Pabst Brewing, Milwaukee, Wis. 256

and an informal buffet and reception, the meet will be held to eight games. Each team will roll four games on Saturday night, and four on Sunday.

2) Two divisions. To permit firms with superior bowlers to enter their five best men, and still allow less skilled teams a shot at the prizes, this year's meet will again be run on the following basis: Open Division—no limit; Industrial Division—875 maximum team average.

3) Three-game singles handicap tournament. In addition to the regular event, an individual sweeper with cash prizes will be held. Open to those bowlers participating in the regular event, the sweeper will be conducted on a voluntary, individual basis. Each bowler will pay his \$5 fee when he enters the sweeper.

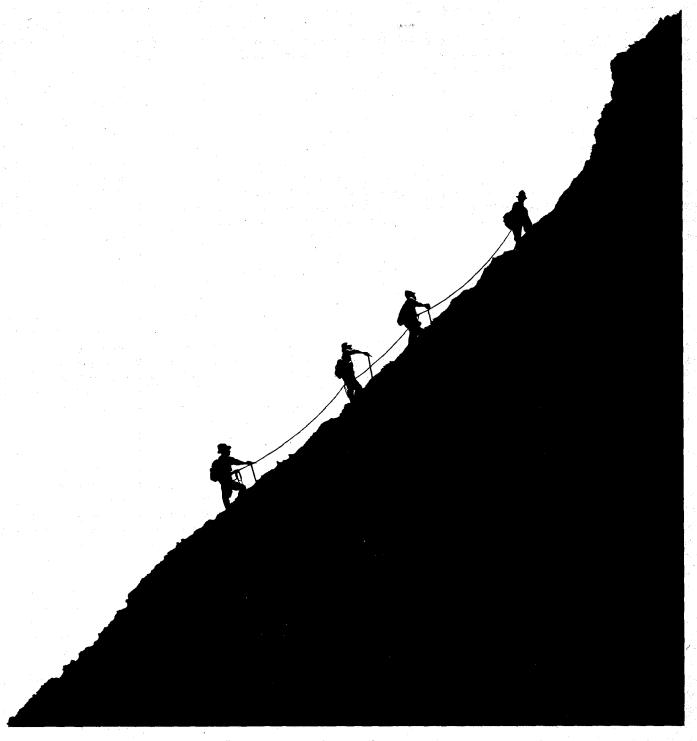
Entry fee in the regular event is \$40 per team to cover bowling fees, prizes, trophies, and administrative expenses. Companies may enter two teams from each of their plant locations. While NIRA Membership is not required, each bowler must be a bona fide employee of the company he represents.

Sanctioned by the American Bowling Congress, the tournament requires all male entrants to hold ABC membership, and to present their membership cards for ratification prior to their scheduled bowling time. Each team will roll eight games across 16 lanes—one game on each pair of lanes.

As Whirlpool Corporation has done for the past two years it will donate the top award for high total. This year, the firm plans to award an RCA-Whirlpool refrigerator to the tournament's most skillful bowler. Except for the individual sweeper, all prizes in the NIRA tournament will consist of trophies and merchandise.

In last year's tournament, IBM Corp., of Rochester, Minn., put together an eight-game total of 7,637 for an 85-pin margin over runner-up Ford Motor Co. of Dearborn, Mich., to win team honors in the Open Division Oscar Mayer & Co., of Madison, Wis., won the Industria Division title with a 7,150 pin total.

Individual honors were split by Len Lejk of Allen Bradley Co. and Don Hacka of Wisconsin Motors. They tied with an eight-game total of 1,611, but Mr. Lejk wor a flip of the coin and Whirlpool's portable dishwasher Tied at 256 for high single game were William Henry o Pittsburgh Plate Glass and Paul Kozinski of Pabst Brewing Company.



Group travel is easy

(if your leader knows the way)

To keep your group of friends, club members or employees close together, tie up with a proven leader in smooth group travel—American Express.

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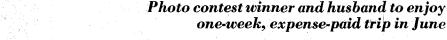
thing your group needs to have a memorable vacation! Contact your nearest American Express Travel Service Office for free literature on Group Travel. Or write: American Express Travel Service, Group Travel Unit, 65 Broadway, New York, N. Y.

AMERICAN EXPRESS TRAVEL SERVICE



1st





New York Beckons Helen Lacey

Freedomland, the United Nations Building, Broadway plays, Radio City Music Hall, dinner aboard an ocean liner, and many other special events are in store for Mrs. Lacey and her husband when they visit New York City this summer.

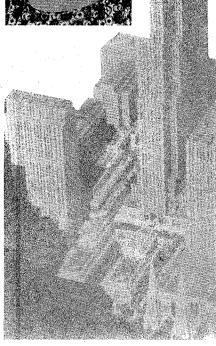
The Laceys will be guests of the National Industrial Recreation Association when NIRA holds its annual Con-

ference & Exhibit June 17-20.

Mrs. Lacey, employed by Nationwide Insurance Co., Columbus, O., photographed "Spring Thaw" one bleak Sunday afternoon.

"My husband and I went for a drive," she recalls. "When we saw the ice flows in the river, we felt it was a truly beautiful scene."

Mrs. Lacey has been a student of photography for only a year. She learned her photo lessons well.





2nd

Harry J. Brown's picture of "Summer Solitude" wins \$25. Married, he's employed by Motorola, Inc., Franklin Park, Ill., as a designer in the styling department. He's been with the firm for 3 years.

Mr. Brown caught the peaceful scene of the farmhouse nestled in a field of wheat as he was passing through Three Lakes, Wis., one evening about 7:30 while on his vacation.





3rd

Larry Allen's dramatic time-exposure "The Last Bus" offers a panorama of Hamilton, Ont., late at night.

The picture, which wins \$20 for Mr. Allen, also took first place in a photo contest held at Dominion Foundries & Steel, Ltd., Hamilton, where Mr. Allen has been employed for 10 years in the metallurgical lab.

Mr. Allen is married and has four children.





4th

Grant Hill's skillful photographic techniques are reflected in his photo of the "Craftsman" which won \$15.

The picture previously won a 1st place award at the 1961 Art & Photography Exhibition of Polymer Corp., Ltd., Sarnia, Ont., where Mr. Hill is employed in the Copolymer Dept. of the Production Division.

Mr. Hill has been interested in photography for 3 years.





5th

George E. Evans photographed his picturesque "Evening Sail" late one day last summer on Lake Huron off Canatara Beach, Sarnia, Ont. The picture wins \$10.

Mr. Evans is manager of the Production Division at Polymer Corp., Ltd., in Sarnia. Photography is one of his favorite hobbies, and he's been active in the photo club at Polymer for 20 years.







Vern Peak (above, left) Director of Personnel, Recruitment and Development at Kaiser Ind., Oakland, chairmanned Conference Committee. Assisting him: Lon Anthony, Newt West, Murray Hutchinson, Dave Davis, Lee Hague, Owen Jones, Donna Cacharelis, Lee Corbin, Ken Kellough, Harry Clark, Frank Davis, Sally Clark. Kaiser Hula Club (above, right; directed by Ila Sindell) pleased audience with swaying hips. Jay M. Ver Lee (below, right) Superintendent of Recreation for the Oakland Recreation Department, set his audience to thinking "The Challenge of Leisure."

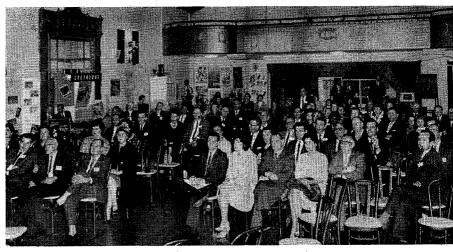
Record crowd attends 12th annual session

Highlights from N.I.R.A.'s West Coast Conference

Nearly 120 persons were on hand last month when the National Industrial Recreation Association held its Western Region Conference at the Hotel Leamington in Oakland, Calif. They absorbed a two-day program of well-versed speakers, stimulating round-table discussions, and informative panel sessions. There was even a "Kollege of Knowledge" composed of industrial recreation experts who fielded questions from the floor.

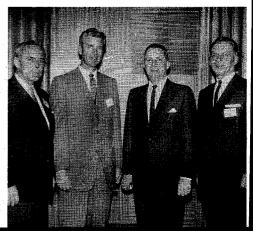






Above, left: Lee Corbin of Aerojet-General, Sacramento, Calif., and Charles Placek of Motorola, Phoenix, Ariz., exchange ideas between bites of crab-meat. Above, right: attention of large audience is directed toward stage. 17 exhibits filled outside area of this room. Below, left: Lockheed's Bagpipe Band—one of many activities at firm's Sunnyvale, Calif., location. Below, right: NIRA President Robert Turner of West Point Mfg., West Point, Ga.; Vern Peak; C. W. Hosier, Jr., of Aerojet; NIRA Board member Harry Clark of Northrup's Nortronics Division, Hawthorne, Calif.





4 exciting sports in 1







Rifle Shooting



Revolver Shooting



Hand Trap Shooting

SHOOTING

There's sport for every season... every age group when your recreation program includes shooting. A traditional American favorite, shooting is one of the nation's most popular leisure-time activities—with about 20 million enthusiasts today! You probably have many shooters in your company... can build your program around any or all of four different kinds of shooting—

TRAP AND SKEET—fast-moving shotgun sports with a nationwide following. "Powdering" targets is a thrilling test of coordination and timing—fun to shoot, exciting to watch.

RIFLE—enjoyed on both indoor and outdoor ranges. Competition: intramural, with neighboring teams,

and through postal and telegraphic matches.

REVOLVER—one of America's favorite forms of competitive shooting—on easily constructed ranges, indoor or outdoor—a wide variety of interesting events.

HAND TRAP SHOOTING—excellent practice for the shotgun hunter. Targets can be thrown high, low, fast or slow—a real test of shooting skill, and fun besides!

You can start a shooting program on as modest or as large a scale as you wish. Remington has helped many successful company gun clubs—will send full information. Just check items you'd like and mail the coupon.

FREE All the information you need to start a successful shooting program. CLIP AND MAIL TODAY

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SHOTGUN — Product of operation		ure on gun-club	Address				
itle			Citv				
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It's just about that time of year again, and here are a few pertinent items that should tie in with your plans for this popular summer pastime.

BASEBALL ROUNDUP

	1962 Boys' Base	eball Age Finder
Age	League	Sponsor
9-12	Little League	Little League
11-12	Junior League	Junior-Colt-Pony League
13-14	Pony League	Junior-Colt-Pony League
13-15	Senior Little League	Little League
13-15	Babe Ruth League	Babe Ruth League
13-15	VFW Teener League	Veterans Foreign Wars
15-16	Colt League	Junior-Colt-Pony League
15-17	American Legion League	American Legion
16-18	Connie Mack League	American Amateur Baseball Congress

SOFTBALL

Minor Rules Changes

When the International Joint Rules Committee on Softball met earlier this year at the annual meeting of the American Softball Association, recodified rules for slow pitch softball were reviewed.

For 1962, the revised rules are easier to read; many have been reworded for clarity.

Additional minor changes in the rules—which will not become effective until 1963—apply to the following:

- 1) New definitions and better explanations of the words "obstruction" and "interference."
- 2) New section 9 in Rule 2—which will prohibit equipment, such as gloves and uniform parts, from being left on the playing field. This will apply to both fair and foul territory.
- Deletion of a portion of Rule 8, Sections 5a and 5b. Rewritten to define progress of baserunner when ball is blocked or obstructed.
- 4) Rule 12, Section 15a, revised. Scoring changed from five innings to four, which defines when a pitcher shall be credited with victory if replaced before completing a game.

Softball Tournaments

For the first time since 1951 a company will host two world fast pitch tournaments.

The firm: Raybestos Manhattan. The place: Raybestos Memorial Field, Stratford, Conn. The time: Aug. 24 through Sept. 1 for the women's tournament; and Sept. 14 through Sept. 22 for the men's championships.

Pittsburgh will hold the men's industrial division slow-pitch competition. The open division of slow pitch play will be held in Cleveland, while the women's slow pitch contests will be held in Cincinnati. All three world championships are scheduled for Labor Day week-end.

Slow Pitch Church Tournament

The second annual National Invitational Men's Church Slow Pitch softball tournament will be held June 30 in Richmond, Va.

Virginia ASA Commissioner Hank Wolfe expects to see 32 teams enter this year, which would be up 33 per cent above 1961.

Teams must be members of the Amateur Softball Association and must play under the name of a church. Entry deadline for this year is Wednesday, June 20. For further information, write Mr. Wolfe at 118 Seneca Rd., Richmond 26, Va.

YOUTH BASEBALL

That Time Of The Year

Suddenly it's spring, 1962, and time to unpack the baseball equipment that you just stored away "yesterday."

And across the country thousands of youngsters ranging in age from 9

to 18 are dusting off their mitts.

This means that hundreds of employees are preparing to spend a portion of their leisure time this summer serving as managers, coaches, assisting in maintenance work, plus dozens of other chores.

American industry, a foremost sponsor of youth baseball teams, once again leads the way—in physical fitness and in sports.

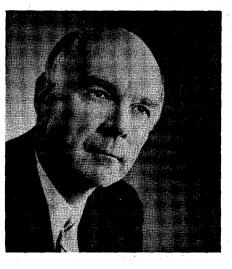
Little League Expands

This year, more youngsters than ever before will participate in Little League Baseball.

The scope of local leagues has been extended to include a senior division for boys 13, 14, and 15 years of age.

The Seniors will play 7-inning games on a regulation diamond. Basepath distances must be not less than 80 feet, nor more than 90 feet. Distance from pitching mound to plate is regulation 60 feet, 6 inches.





Dr. Kenneth McFarland

Dr. Kenneth McFarland, General Motors' guest lecturer, is America's most outstanding speaker, according to a nation-wide survey conducted by the United States Chamber of Commerce. In addition, his work in "selling America to Americans" caused the National Sales Executives Clubs—at their international convention in 1957—to name Dr. McFarland as "America's Outstanding Salesman" for the year.

Am rica's 'Foremost Speaker' To Address N.Y. Conference

One of the highlights of the 21st annual National Industrial Recreation Association Conference & Exhibit scheduled for June 17-20 at the Hotel Commodore in New York City will be an address by Dr. Kenneth McFarland.

Dr. McFarland, who will speak at the luncheon on Wednesday, June 20, believes that one of the most desperate needs of our time is to teach fundamental Americanism to American people.

Part of his universal appeal as a colorful public speaker stems from his wide range of interests which enable him to meet any audience on its own terms.

Dr. McFarland has also served as an outstanding school administrator, industrial advisor, businessman, civic leader, farmer, stockman, and author.

In addition to Dr. McFarland, a number of other special events are in store for the conferees, as well as a comprehensive agenda that covers all phases of recreation management.

You will be able to hear what the eaders in the field of industrial receation have to say. You'll be able talk personally with them about your sports programs and other receation activities.

You will be able to sit down and njoy a bit of fellowship with others who have problems similar to yours.

You'll be exchanging ideas with those who have only one thought in mind—to keep you up to date on the latest trends and developments in your field.

Seminar sessions will put a wide range of specialized subjects under the microscope. You'll pick up hun-

The Empire State Building, tallest in the world, towers over thousands of roof tops clustered below. While you're in New York City, enjoy an unprecedented view of Manhattan from observation towers located on the upper floors.



dreds of program ideas and techniques to apply to your own personal activities.

To assist you in planning your purchases and keeping posted on new products, there will be dozens of exhibits and demonstrations at the Conference. You'll be able to talk with manufacturers' reps about the latest products and services for industrial recreation.

For the ladies, there will be special sight-seeing tours, fashion shows, luncheons, and other special activities, as well as the events scheduled for the regular conference program. These include a special luncheon, the annual NIRA Banquet and Floor Show, opening reception, and many other extras.

Registration fees for the bargain package are \$40 for NIRA company and branch members, and \$50 for nonmembers, Registration fee for the ladies is \$20.

Room rates at the headquarters Hotel Commodore run from \$7 to \$15 for a single, and \$12 to \$18 for a double room. Most of the rooms are air-conditioned, and practically all have television.

NIRA's Conference Committee is going all out to put on one of the most outstanding conferences in the history of the Association. And there are still more surprises to come. Watch the April and May issues of Recreation Management for more new developments on the Conference and Exhibit.

Brilliant lights illuminate the Times Square area at night. You won't want to miss this part of busy Broadway—the theatrical center of America where the top dramas, musicals, motion pictures radio and television shows are presented.



RIV RECREATION ROUNDUP

Wheelchair Romance

International competition for physically handicapped employees has sparked a romance between a German fraulein and an accountant for Pan American World Airways, L.I., N.Y.

The accountant, Saul Welger, and Christa Zander, a supervisor in a West



Berlin factory that manufactures transistor radios, are being honored this month in Berlin by an international sports festival.

Mr. Welger and other members of Pan Am's Wheelchair Basketball Jets (see *Recreation Management*, Sept. 1961, pages 16 and 18) have flown to Berlin to represent the United States in the international games.

Mr. Welger and Miss Zander met at the 1958 Paralympics, renewed their friendship at later Paralympics, and became engaged during the Paralympics in England.

Miss Zander was the star of the

West German team and returned to Berlin last summer with six gold medals and a silver medal—and Mr. Welger's engagement ring.

And when members of the Handicapped Sports League of Berlin heard about plans for the June wedding, they organized the games to honor the couple and pay tribute to Miss Zander's final performance as a member of the West German team.

Participating in the games will be 80 handicapped persons from the West German republic, and teams from England, Holland, Italy, and Sweden, as well as the Wheelchair Jets.

Fishing Contest

Industry's fishing enthusiasts have a chance to shoot for awards up to \$10,000 in the second annual Schlitz Florida Fishing Derby.

Here's how it works.

Some 11,000 Schlitz-tagged fish are assigned to the inland waters of Florida, divided into four zones for the Derby, which will run through August 31 of this year.

Another 4,000 fish tagged by the brewing company are assigned to Gulf and Atlantic coastal waters.

And for every 1962 Schlitz-tagged fish caught during each zone's derby period, the sponsor will pay awards ranging from \$25 to \$10,000. All "1961" fish that might be caught this year will be redeemed at \$3 each by

When Margaret Flick, daughter of Frank Flick of Flick-Reedy Corp., Bensenville, Ill., married Joseph G. Wixted, Jr., they paused long enough at the reception to have their picture taken at the firm's swimming pool. Flick-Reedy was a Helms Awards winner last year.

the company up until the 1st of the year.

To be eligible for cash award, all contestants must comply with Florida fishing regulations and sign publicity releases.

The derby is run in cooperation with the Florida State Board of Conservation, and the Florida Game & Fresh Water Fish Commission.

Industry's anglers will be pleased to know that the contest is also going to produce better fishing in the future, according to conservation officials. The first contest is said to have accomplished the equivalent of "10 to 15 years of research" in six months of derby competition.



Despite a blizzard, more than 2,000 persons turned out for the Industrial Music Festival sponsored recently by the Columbus (Ohio) Industrial Recreation Association. Nationwide Insurance, North American Aviation, Ohio Bell Telephone, Western Electric Co., Westinghouse,

Ohio Fuel Gas, and Battelle Memorial Institute participated. Each presented a 7-minute program. In addition, the entire group of nearly 300 voices sang four numbers. Plans are underway for a repeat next year of the event, held at Veterans' Memorial Auditorium, Columbus



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FOR Matchles Traction ...

the "NO-SLIP" BLUE **MOLDED SOLE**

Hundreds of angle-cut gripping edges assure positive skidproof traction. Ideal for use, too, on grass, polished or damp courts. Men's sizes 4 to 14; women's sizes 4 to 10. Also an excellent sole ·for boating.

NET STAR (lace-to-toe)

SKIDGRIP (circular vamp)

FOR EXITA DURABLE

the PINPOINT DESIGN **MOLDED SOLE**

Designed especially for tennis and other court games. The sole with the extra durability needed for play on rough, abrasive surfaces. Men's sizes 4 to 14; women's sizes 4 to 10.

COURT STAR (lace-to-toe)

NET KING (circular vamp)

CONVERSE RUBBER COMPANY

MALDEN 48, MASSACHUSETTS

RM RECREATION ROUNDUP

Golfers vs. The Enemy

With every round of golf, there are frustrations. They may stem from slow play ahead, a tree barring an approach to the green, or slight breeze that nudges your putt past the cup.

But consider how things were in England during World War II. To allow for difficult playing conditions, Major C. L. Edsell, secretary of St. Mellons Golf & Country Club at that time, ruled as follows:

- Players are requested to collect bomb and shell splinters from the fairways, to prevent these from damaging the mowers.
- In competition, during gunfire or while bombs are falling, players may take cover without penalty.
- Positions of known delayed-action bombs are marked by red and white flags placed at reasonable—but not guaranteed safe—distances from the bombs.
- Shell and bomb splinters on greens may be removed—without penalty. On fairways or in bunkers within a club's length of a ball, they may be moved without penalty. No penalty shall be incurred if the ball is thereby moved accidentally.
- A ball moved as the direct result of enemy action may be replaced as near as possible to its previous position. Or if lost or destroyed another ball may be dropped—but no nearer to the hole—without penalty.
- A ball in a crater may be lifted and dropped not nearer the hole—preserving the line to the hole—without penalty.
- A player whose stroke is affected by simultaneous explosion of bomb, shell, or machine gun fire may play a second shot from the same place penalty one stroke.

Louis Wilke Dies

Louis Wilke, 65, former president of the Amateur Athletic Union, and a United States Olympic team official. passed away recently.

When he was hired by Phillips Petroleum Company, Bartlesville, Okla., in 1929, he became the first amateur coach of the Phillips 66 basketball team. In his two years of coaching, he compiled a record of 98 victories

and 8 defeats.

Mr. Wilke served as chairman of the Olympic basketball committee in 1948, and managed the team that won the title that year in London. He also served as administrative committee chairman of the U. S. Olympic team for the 1960 games held in Rome.

A past president of the Oklahoma and Rocky Mountain A.A.U. Associations, Mr. Wilke served as president of the A.A.U.'s national organization in 1953.

Don't Just Sit There!

While "walking" may not specifically fit into the programming of industrial recreation activities, there certainly should be a place in everyone's daily schedule for a healthy stroll.

Dr. Bruno Balke of the Civil Aeromedical Research Institute claims WECK STATES

She's only 17—but can she bowl! Her name is Judy Audsley and she finished among the top 10 in the recent national All-Star Tournament sponsored by the Bowling Proprietors' Association. Since she's still in high school, some times she has to use the practice lane for homework.

"middle-aged men, with sedentary habits, can improve their general physical capacities by 25 per cent" just by walking.

The doctor recommends steady, rhythmic strides, with deep breathing, and maintains that this benefits a person regardless of his age.

Boost Shooting, Fishing

A group of recreation-minded people gathered earlier this year to discuss and plan additional methods of helping industrial fishing and shooting clubs boost participation and improve their activities.

Among those present were (left to right): J. H. Fauntleroy, Membership Director of the National Rifle Association; Frank Daniel, NRA Secretary; Everett Hames, Shakespeare Sales Manager; Tom Bubin, Shakespeare Advertising Manager; Don Neer, Executive Secretary of the National Industrial Recreation Association, who set up the meeting.

To his left are Andy Boehm, Executive Director of the American Fishing Tackle Manufacturers Association; Dick Henn, Editor of Recreation Management; John Zervas, Assistant Ex-

ecutive Director of AFTMA; Homer Circle, Vice President of Daisy & Heddon.

Also present was Bill Laurent of Fishing Tackle Trade News who took the picture.

Several contest possibilities were discussed, with emphasis on "skish" and bait-casting competition.

NIRA has conducted both a postal shooting and a postal fishing contest for several years, and is continuing these throughout 1962. And The Shake-speare Company once again will treat the winners to a North Manitou Island, Michigan, week-end excursion.

At the same time, plans are being considered to establish a system of monthly fishing awards, where regional champions could be entered in a "World Series of Fishing."

photo courtesy Fishing Tackle New



RIV RECREATION ROUNDUP

Track & Field Rules

The Track and Field Committee has revised several rules, effective for the 1962 season.

Here they are:

Rule 3-2: Inspectors must signal an infraction or irregularity detected during a race by waving a red flag overhead.

Rule 5-2: Recommended that the Games Committee and Meet Director award a place that has been tied in the high jump or pole vault to the contestant with the fewest number of misses at tied height.

Rule 6-2: When starter instructs competitors to "set," they must immediately comply by assuming "set" positions. Failure to comply shall constitute a false start.

Rule 9-1: It counts as a high jump trial if the contestant displaces the bar, passes beneath it, crosses the line of the bar extended, or leaves the ground in an attempt to jump.

Rule 9-4: The broad jump board shall be rectangular with a width be-

tween 8 inches minimum and 24 inches maximum.

Situation Ruling 23S: When it becomes necessary to rerun a race, runners who have made false starts in the original race are not charged with a false start when the race is re-run.

Situation Ruling 44S: It's illegal for a relay runner to leave the exchange zone, return to the zone, and receive the baton in that area.

Seniors Bowling Tournament

The 3rd National Senior Bowling Tournament is scheduled for the weekends of April 7-8 and 14-15 at Orchard Twin Bowl in Skokie, Ill.

Limited to men 55 years of age or older, the tournament is sponsored by the United States Seniors Bowling Association.

Consisting of three games to be rolled over six lanes, prizes will be awarded for handicap and scratch scores in each of the organization's four age groups: Class A—70 years and older; Class B—65 to 69; Class

C-60 to 64; and Class D-55 to 59.

According to USSBA President Charles Jahn, his organization has received a great deal of help from industrial firms encouraging bowling among their retired employees.

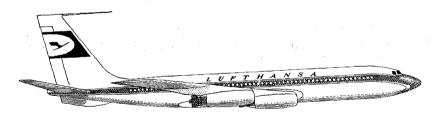
"These firms recognize that retirement can create emotional problems," he notes. "To help eliminate these problems, bowling and other social activities are introduced so that retired employees can continue to enjoy themselves with others."

Continental Bowling

More than 360 employees of Continental Steel participated in the firm's 14th annual bowling tournament held recently in Kokomo, Ind.

This participation is remarkable in view of the fact that the company has a total of 370 persons—or one out of every seven employees—who are active in the firm's bowling program. Actually, there were only nine who were unable to bowl.

According to Verne Vaught, Recreation Director, there is no special bowling fee for the tournament. Tournament winners receive trophies as prizes.



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*In Economy Class

Every firm could use a hobby shop where employees can design new furniture, renovate older pieces, create their own personal items, or make gifts for birthdays, Christmas, and other special occasions.

Hobby Shops Offer Creative Recreation



Don Collogan

As we enter the age of automation, the field of industrial recreation takes on even greater significance as an area where the employee can satisfy the basic need to express himself individually and creatively.

And one place where personnel can see tangible results of their creative efforts is in the hobby shop.

"The hobby shop not only provides a meeting place for employees, but also offers an opportunity to compare projects and swap ideas," maintains Leo Ebben, who's run Kohler Company's hobby shop in Kohler, Wis., for 16 years. "Moreover, employees have access to many tools they don't have in basements at home."

Employees can receive individual instruction if they need it, although most of them soon go their own ways.

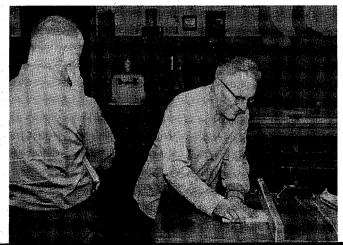
In metal working tools, Kohler people have access to lathes, drill press, shaper, band saw, soldering tools, milling machine, and gas and electric welding equipment. For woodworkers, there are hand tools, sanding machines, a shaper and router, a DeWalt multiple purpose saw, a jointer, wood lathe, and circle saws.

The company's hobby shop has turned out many craftsmen in its 16 years, but perhaps the most skillful is engineer Marty Meves, according to Mr. Ebben. Mr. Meves believes that anything worth doing is worth doing well. His conviction is reflected in the skill and precision that goes into his Early American furniture.

Like everyone else who ever built anything in a hobby shop, Mr. Meves has found that these work rooms provide a place for after-hours creativity.

Like many other recreational activities, hobby shops also offer the hobbyist a place where he can work off the frustrations and anxieties that sometimes build up during the work day. That hobby shops offer therapeutic value to an individual has long been recognized by the Veterans Administration.

Leo Ebben (right) industrial arts teacher at Kohler school and men's hobby shop director lends Ed Kent a helping hand with his project.



At the Battle Mountain V.A. Hospital in Hot Springs, S. D., administrator Don Collogan reports that "more than a year ago a reorganization disposed of the old special service division and placed recreation in with the other therapies—directly under the physical medicine program governed by the doctors."

Under Mr. Collogan's direction, six shop rooms and an office serve a 548-bed domiciliary.

In setting up a hobby shop, there are many basic factors that must be considered, cautions Mr. Collogan.

"There is no such thing as an ideal standard shop layout," he maintains. "No two hobby shops are ever set up on exactly the same basis.

"In every hobby shop there are differences in objectives, in services, in types of persons being served, in background of those planning the shop, budgetary conditions, and in varying interests in different crafts."

While there's more than one right way to plan a hobby shop, there are still basic fundamentals that must be observed. The degree to which a hobby shop is used by hobbyists for creative recreation depends a great deal on how efficiently it is planned and designed.

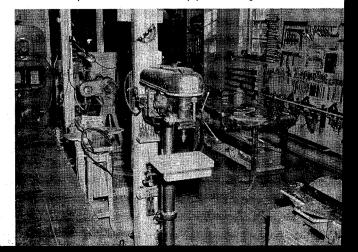
"Lighting is one of your most important tools," says Mr. Collogan. "Plan it carefully. If necessary, consult electricians.

"If a shop is to be used after-hours, depend more on artificial light than natural light from windows or skylights. Many shops use banks of fluorescent tubes, while others install single-tube fixtures about head-high over each work area."

Wiring must also be considered. Wiring on only one side of an area can create problems—especially in furnishing power to centrally located machines, or in running light and heat to special areas away from the wall.

Fuses should be arranged so that an entire area will not

Battle Mountain's woodworking and art metal shop makes maximum use of available space. Next addition: a pipe rack to get lumber off floor.



lose power if there's a short. Work closely with wiring experts or maintenance people. They can ease budgets, and solve many problems before they arise. They might furnish outlets up through the floor. Or plug-in cords to reach wall outlets, although this is undesireable. Or they might bring current down from the ceiling—but this is even less desireable!

"In planning a hobby shop, determine how much room you have," suggests Mr. Collogan. "Make a 'blueprint.' Then lay scale cut-outs of tables on the blueprint.

"This way, you can determine how many work tables will fit into the room. Open tables are fine, if heavy enough. School or work benches with storage drawers on one side are handy for individual storage of projects.

"Setting up work benches in a row may appear formal, but it makes maximum use of space."

Try to get some idea as to what crafts your personnel might demand. Plan specifically for these activities. Work them into specific areas in your alloted space. Many will overlap. Woodwork and art metal, as well as other noisy and dirty projects, can all be in one room. On the other hand, such projects as finishing and painting should be confined to a room where dust and fire hazards can be held to a minimum.

A planning area is a good idea. It may contain either a large table or desk, which should be located near reference books, clippings, and idea files, so that sketches and plans can be worked up here.

"Encourage hobbyists to make their mistakes on the drawing paper, and to have given some serious thought to their project before they start to work on it," says Mr. Collogan. "It'll save time and money in the long run."

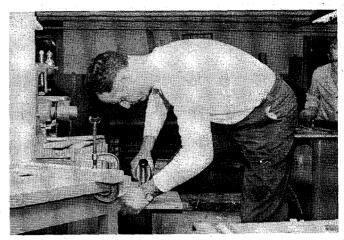
Inadequate storage facilities can cause trouble. These depend a great deal on the kind of raw materials and supplies that must be stored, such as lumber, jewelry, or half-finished projects like bedframes and billfolds, or a partially assembled watch or hotrod. Another question that must be considered: should lockers be made available to each craftsman, or should each job "go home" with him? Give some thought to partitions. They may take up valuable space—but they may also be needed for control.

"Enclose all pulleys and belts, and adopt as many practical safeguards and safety devices as possible. While the doctor's office may be nearby, it's still a good idea to keep gauze pads in a handy place, especially near saws and the jointer."

The two center photos below, which show two of Battle Mountain's six-room Arts & Craft Shop, illustrate in detail the thought and planning that Mr. Collogan put into his layout.

General crafts room of the V.A. Center is warmed by two blower-type steam heaters. A sprinkler system protects the area against fire.





Kohler's Don LeMahieu works on louvered doors for a cabinet he built last year. Don has been attending hobby classes for 14 years.

The left center photo (below) of the woodworking and art metal shop is taken from the "back door" which opens into the finishing and painting room. In the front of the room you can see light areas on the floor. These yellow-painted areas surround the power machines as a precaution to those working in the shop.

The second photo (right center) shows the interior of the general crafts room at Battle Mountain. This room accommodates leathercraft, plastics, basketry, ceramics, and other similar crafts. Ceramics demand water, get sloppy, according to Mr. Collogan. Set up this room next to the toilet area.

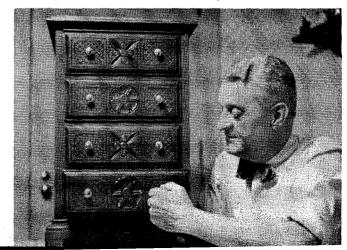
"The first four or five tables are used for general hand crafts, such as basketry and mat-making," Mr. Collogan points out. "Note the masonite discs on the loom to the left of the aisle in the lower left area of the photo. This idea came from our blind weaver, who substituted large discs for the conventional pegs on the wrap beam, allowing him to wind about three times as much warp as before."

Hand brushes, brooms, and dustpans are liberally scattered about the room to encourage everyone to clean up before he heads for home.

Mr. Collogan emphasizes the importance of encouraging newcomers to try their hand at craftsmanship. To promote the hobby shop, he notes that the location should be well marked so that it is easily found.

"And get schedules of open hours into your company's publications," he suggests. "Moreover, publicize the arrival of new materials and tools. Let people know what is going on at the hobby shop. Don't be afraid to 'toot your own horn!' It brings in more hobbyists."

Marty Meves is justifiably proud of his early American end table, one of many pieces of furniture he built in his spare time at Kohler.



Libraries are perhaps one of the less publicized industrial recreation activities. Yet "mental fitness" is every bit as important as physical fitness. This article not only pinpoints many of the benefits that employees—and management—gain from libraries, but it also contains some helpful hints on how to set up an efficient library system.

READ and relax

Recreation directors, as well as others in management, agree that a more informed person makes a better employee. And one place where employees can use a portion of their leisure time to increase their knowledge is in their company library.

Today, more and more firms are setting up extensive library facilities for their employees. Some have even turned over entire buildings devoted exclusively to books and other reading materials.

Some firms may emphasize technical libraries. Others provide books that cover everything from bird watching to square dancing, and from softball to travel—solely for the enjoyment, relaxation, and education of employees.

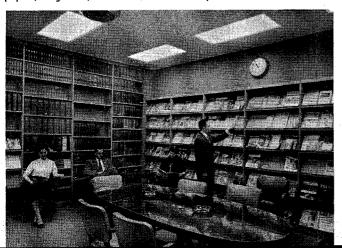
Moreover, many industrial libraries set aside a section of juvenile books for employees' children, and another area stocked with books that interest women.

Company libraries are not a new idea. American Telephone and Telegraph Company at 195 Broadway, N. Y., organized a library for employees in 1923. The library is still part of the overall recreation program administered by the Headquarters Club, the employee activities club. Although libraries vary from company to company, many of the methods used by A T & T can be adapted by other companies interested in library facilities.

A T & T's Headquarters Club consists of four officers and twenty-one departmental members. It is the steering committee for the entire activities program for the employees of the general departments of A T & T, 195 Broadway offices and Western Electric headquarters location. A staff of four employees, part of the Personnel Relations Department, is responsible for all the clerical details connected with the operation of the library, as well as the entire recreational program.

The A T & T library contains more than 2,666 volumes,

These two photos show the reading room in the library at Peoples Gas, Light & Coke Company in Chicago. It provides employees with newspapers, magazines, and books, as well as a place to sit down and read.



By Ada P. Kahn

and includes novels, mysteries, hobby books, e.g., gardening, arts and crafts, music and sports, as well as biographies and histories. New books are purchased with money collected through charges and fines.

Mary A. Kennelly, Recreational Activities Supervisor of A T & T, feels that the library plays an important part in the company recreation program. The Recreational Library is located adjacent to the mens' and womens' lounge areas, and offers employees an excellent opportunity to browse about the shelves during leisure hours. At the same time, they can inquire about other Headquarters Club activities at the library desk.

The A T & T library is open from 12 p.m. to 3:30 p.m. daily. Membership cards are given free, and the charge for a replacement card is 10 cents.

Books are grouped and charged according to a schedule set up by the Library Committee. To avoid any doubt as to the group a book is in, the classification is stamped on the back of each book. Books are divided into the following categories:

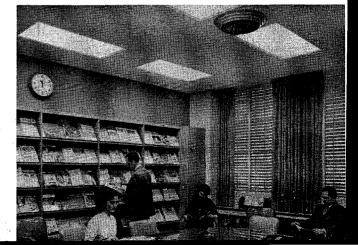
Reserve books: These are the new books, which are bought each week and must be reserved with a card. These cards are filed in date order, and, as a copy of the particular book comes in, the next person is notified. The charge on these books is 3 cents daily for 7 days; 5 cents daily thereafter.

3-cent-daily books: When the reserve list for a particular book is exhausted, the book is transferred to the 3-cent-shelf, and a daily charge of 3 cents for the book must be paid by the member until it is returned to the library.

2-week-books: After the books are taken from the 3-centshelf, they are placed in the 2-week-section. These books are divided into fiction and non-fiction and filed alpha-

Continued on page 32

Note modern lighting installed to help prevent eyestrain. Many employees bring their own books to comfortable reading room. Popular year-round, it's usually filled to capacity during bad weather and winter.



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READ, continued from page 30

betically according to the author. Books in this classification may be borrowed without charge for 2 weeks, and may be renewed once.

A fine of 3 cents a day is collected on 2-week books when books are retained beyond that period without renewal, or beyond the four week period if renewed.

An example of one of the largest privately owned technical libraries in the southwest is at Chance Vought, Dallas, Tex. The library is keyed primarily to technical requirements of aerospace research, development and engineering. To indicate the scope of the library program, in one year more than 120,000 items were sent throughout the plant on a circulation schedule; 6,200 requests for special reference material were handled, and nearly 10,000 new items exclusive of subscription periodicals were processed for reference.

Pittsburgh Plate Glass Company considers libraries as vital tools serving the needs of the company, and maintains libraries in 6 different locations.

Speaking of library personnel, one PPG official says: "Our industrial libraries need the helpful skill and imagination of a librarian and at least one assistant.

"The handling of large volumes of technical material, cataloging it for quick reference, and keeping up to date on library facilities all over the country requires a great degree of efficiency and creative ability on the part of the librarian."

Services, the main purpose of the company's libraries, include the publication of current bulletins listing new books, pamphlets and articles, and preparation of bibliographies for papers and speeches. Microfilms are used for large works.

Each of the PPG libraries, as with many other company libraries, belongs to the Special Libraries Association, an international organization of industrial libraries. Among the Association's services to its members is arrangement for interlibrary loans of materials from any library in the US

The library at the People's Gas, Light and Coke Company in Chicago is mostly technical, and not part of the recreation program. But there is a section in the library containing newspapers, magazines and a few books on sports and hobbies.

"Many employees bring their own books and find this reading room particularly useful in cold weather when

they don't go out during lunch hours," says Bill Soika, P.G.L. & C Company librarian. "Space in the reading room is limited, and during winter months it is usually filled to capacity."

An Eastman Kodak library includes a wide selection of fiction and non-fiction, and like many other company libraries, maintains a section of children's books. The preschool and kindergarten age books were added to the library so that Kodakers might introduce their children to a wide variety of reading materials.

An unusual feature of the library at Nationwide Insurance Company, Columbus O., is the record collection. The library boasts more than 2,000 fiction books, 3,650 nonfiction books, and nearly 400 long playing record albums.

Book review clubs are conducted within many companies, including Nationwide Insurance at White Plains, N. Y., North American Aviation, Columbus, O., Olin Mathieson Chemical Corp., New Haven, Conn., and Kaiser Steel Corp., Montebello, Calif.

Activities for book review clubs vary from club to club, but a popular program centers around one review per meeting, given by a different member each time. Such a program not only encourages reading, but also invites group discussion.

For companies planning to begin recreational libraries for employees, there are book services that can assist the library director. Because of the short shelf life of many books, the cost of books, and replacing inactive books, a "lend-lease" book service can work successfully for a company library.

Assuming that the librarian decides that an inventory of 500 books will be suitable to provide enough materials for employees, the total cost might run into an excess of \$2,000,00. For most libraries, this is a large initial book budget. But book services offer a pay-as-you-go plan with a low cost for new volumes added.

The rate of turnover in a library is variable, because some books are more popular than others. Ten months is the average length of book life.

Participating in such a book plan, a company can initially order any number of new books of their own choice, from 100 up. Monthly shipments can be made in quantities allowing for complete inventory turnover in 6 to 12 months. Charges are based on size of inventory and sustaining shipments. Each month, to keep inventory stable, inactive books are withdrawn in the same quantity as the sustaining shipment of the month preceding.

For a company with a limited book budget or no other source for books, this plan offers a ready-made answer.

Reading publics of all ages will be alerted to the importance of reading and urged to use libraries of all kinds during National Library Week, April 8-14.

"Read and watch your world grow" is this year's theme. National Library Week is sponsored by the National Book Committee, a non-profit educational group, in cooperation with the American Library Association. The promotion is actively supported by more than 50 national organizations.

To call attention to National Library Week, your company can set up special displays with materials supplied by the National Library Week Committee. Whether you have a library or not, it is an excellent time to create greater interest in literature. This is an appropriate time to interest employees in reading about subjects that relate to their jobs, the world, travel, or good fiction.

R V INDUSTRY ITEMS

Ice Fishermen

A group of hearty Tokheim Corporation employees have picked up the ice fishing habit.

For the fourth consecutive year, the Fort Wayne, Ind., personnel conducted their own "Ice-A-Rama" earlier in the season. This year, the week-end excursion was held at Bill Kohn's cottage at Upper Long Lake. Joining him were John Tye, Norm Grim, Harold Dancer, Russell Hay, Warner Lindley, Jim Vachon, Owen Arnos, Harry Amburn, Glenn Andrews, Ed Crowl. "Woody" Wood.

Although the ice fishermen were a bit sensitive on this point, they reluctantly admitted there had been times in the past when they caught more fish. But the fun they had more than made up for the fish that got away.

Fielders Glove

Rawlings is out with a new fielders glove which offers the spiral trap, leather binding, and L-Heel construc-

Packaged with the glove, which is called "WS300" in honor of Warren Spahn's 300 major league victories, is a 16-page booklet "How To Pitch" which contains many tips from baseball's great hurler.

Bowling Etiquette

With the popularity of industrial bowling at an all-time high, this means that your favorite lanes are more crowded than ever before.

Which is good reason to consider some "golden rules" of bowling, benefitting others as well as yourself.

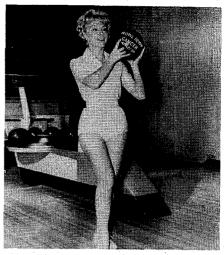
- 1) Give priority to the man on your right.
- 2) Don't just stand their deliberating by the foul line-get out of the way.
- 3) Stand clear of the other person's approach.
- 4) Careful of your "body english." You aren't there to do the "twist." And stav in vour own lane.
- 5) Never—but never—bowl in street shoes, and be sure that your bowling shoes are clean of substances that might mar the approaches.
 - 6) Respect the foul line.
- 7) Don't "needle" an opponent while he's actually bowling.
- 8) Ask permission before using anther person's ball.
- 9) Get set properly, but don't waste with theatrics.

- 10) Until it's your turn to bowl, remain on the bench, then move promptly to the approach area when it's your turn.
- 11) At all times, watch your language and control your temper.

Basketball Uniform

Something new in the line of basketball uniforms is being marketed by General Athletic Products.

Made of Chemstrand nylon, the lightweight uniform is of very soft material, designed for durability, and offers resistance to stains and spots. The uniform is machine washable. For further information, write the manufacturer at Greenville, Ohio.



Hollywood actress Barbara Eden plans her approach to help promote the "Miss Bowling '62" contest, part of the "Bowl Down Cancer Week," April 22-28, sponsored by the Bowling Proprietors' Association of America and the American Cancer Society.

Pinochle Tournament

Nearly 400 pinochle players from Chicago and surrounding Midwest areas competed recently in the tournament sponsored by the Chicago Park District Grant Park Recreation Association at

points; Stuart Primack, of West Side Nursing Home, with 4,950 points; and Henry J. DePaepe, of Chicago-Northwestern R.R., with 4.810 points. In the photo on the right are mem-

bers of the Pinochle Committee. From



the Sherman Hotel in Chicago.

The large photo shows a portion of the pinochle players as they concentrate on their cards.

In the photo to the left, Pinochle Chairman Gwendolyn Zipperle of Illinois Bell Telephone presents awards to winners Everett A. Ahrens, of Cribben Sexton Co., who ran up 5,370



left to right: Louis Rosenberg of the Internal Revenue Service; Harry Projansky of Ill. Dept. of Labor; Ray Rhoades of 1st Nat'l Bank; Chester Okresik of Gaylord Products; Louis Goldstein of the Toni Co.; Frances Ardon of Chicago Park District; Louis Mallardi of Quaker Oats; and Dorothy Stangl of Martin Marietta Co.



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R V INDUSTRY ITEMS

Fiberglas Golf Shaft

An all-Fiberglas golf club shaft has been developed by the Columbia Products Division of the Shakespeare Company.

To meet individual preferences, the shaft is made in three degrees of stiffness: stiff, regular, and semi-flexible. It requires no lacquer or varnish, and is impervious to the corrosive action of salt air or high humidity, according to the manufacturer. Glass fiber for the "Wondershaft," as it has been named, is supplied by Owens-Corning Fiberglas Corporation.

Inquiries regarding the shafts should be sent to Shakespeare Co., Kalamazoo, Mich.

Granite Bowling Alleys

Ever thought of bowling on granite lanes?

Probably not—but don't be too skeptical of the idea, because the time when you first try it may not be as distant as you think.

In fact, four granite lanes have already been installed at Top Hat Lanes in Milbank, S. D., parallel to six conventional wood lanes. Approaches, lanes, and pin decks are constructed of solid mahogany granite. Standard in size, the lanes are equipped with automatic pinsetters.

Each lane consists of eight sections of granite joined by a special adhesive, which results in seamless construction. Target markings and pin spots are sand-blasted into the stone.

Those who have bowled on the

Horras

"He's been a 'new man' since that 300 game he turned in at NIRA's Industrial Bowling Tournament."

granite lanes are satisfied.

How have scores on the granite alleys compared with those on wood lanes?

"Just about identical," reports Neil Lewis, owner of Top Hat Lanes. "And this has been true with both men and women."

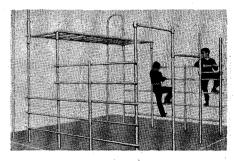
He claims the ball action is the same on both types of lanes. "However, a plastic ball must be used for best results on granite lanes, because the hard rubber ball has a tendency to bounce on the granite lane."

Mr. Lewis reports that the cost of the granite lanes are competitive with the wood lanes, but he feels that the granite lanes require lower maintenance costs.

Playground Unit

With more emphasis being placed on the physical fitness needs of American youth, Game-Time has developed an outdoor playground unit called "Muscle-Man."

Designed for supervised participation, it combines four basic gymnastic



techniques into a single unit: three level muscle bars, stall bars, horizontal ladder, and two climbing poles.

Overall dimensions are 10 x 10 x 11 feet. Price: \$198 complete; \$168 less climbing poles. For more information write Game-Time, Inc., Litchfield, Michigan.

Golf Ball Washer

Industrial golf courses might consider the "paddle-type" golf ball washer that's back on the market.

Named the "Bak-9," it combines paddle action with nylon or bristle brushes. The attachment bracket permits mounting on any 1½-inch pipe. The unit comes in white enamel with red paddle. It's made by the Container Development Corp., 445 Monroe St., Watertown, Wis.

RV INDUSTRY ITEMS

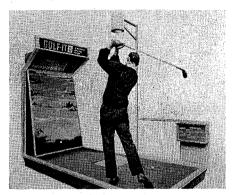
Bowling Championships

The 1962 American Bowling Congress championships are under way.

They're being held at the Veterans Memorial Auditorium in Des Moines, Iowa, and will run from February 17th to April 26th.

Electronic Driving Range

Here's a "coin-operated driving range" that might serve as a source of revenue



for industrial recreation centers, as well as parks, municipalities, and service centers.

The unit is called the "Golf-It," and it shows distance and direction of a drive-including a hook or a sliceon a "fairway" set up only nine feet from the player.

According to the manufacturer, the "Golf-It" is based on the same com-

puter principle employed in missile tracking. The golf ball is fixed on a pivoting "tee." When the ball is hit, the tee activates electronic switches, which in turn plot the course of your drive onto the "screen" in front of the player. Then the tee returns to its original position, ready for the next drive.

The electronic unit is made by Victor Electronics, 1 Bala Ave., Bala-Cynwyd, Pa.

Bantam Bowling Ball

Brunswick is manufacturing a ball that's specially built for the younger members of bowling families.

Called the "Bantam 9," the ball weighs just nine pounds, but is made of the same materials as the firm's standard-weight products. Price: \$24.95. For further information, write Brunswick Corp., Bowling Div., 623 S. Wabash, Chicago 5, Ill.

Combine A Business Trip And A Vacation See New York City While You Attend The 21st NIRA Conference & Exhibit June 17-20 See Page 23

There's "good will" sewn right into...

nera **Uniforms**

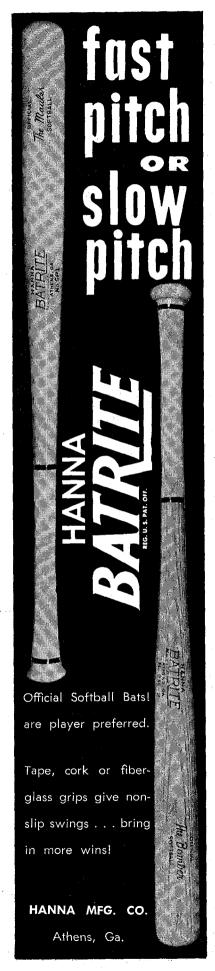
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GENERAL ATHLETIC PRODUCTS COMPANY, Greenville, Ohio



R M THINGS TO WRITE FOR

Fishing handbook

Here's a pocket-size handbook with plenty of fishing tips on all types of fishing.

One section has illustrated instructions on how to use the spin casting and spinning equipment. And it's written for the novice fisherman. Bronson Reel Co., Rochester, Mich.

Thoughts on leadership

Containing valuable information and tips for the amateur youth sports leader, the "Volunteer Coach-Leader" is the result of a national workshop sponsored by The Athletic Institute.

Divided into 10 section, the 32-page booklet treats such important areas as the role of the volunteer leader in youth athletic programs; growth characteristics of children and youth, and leadership qualities.

Price: \$.50.

The Athletic Institute, Merchandise Mart, Room 805, Chicago 54, Ill.

Olympic Films

"The Grande Olympiques," the official film of the 1960 summer Olympic Games at Rome, is now available.

The 16mm, 30-minute color film has an English sound track. Order through

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ROEDIGER FISH HATCHERY . BOTKINS 5, OHIO

Olympic House, 57 Park Ave., New York 16. Service charge: \$25.

"Flame In The Snow," the 1960 Squaw Valley Olympic Winter Games color film runs 26 minutes. Available for \$25 from Olympic House.

"Hold High The Torch," dramatically tells the U. S. Olympic story in 16mm sound and color. It's running time is 28 minutes. The film is available without cost through the courtesy of the American Dairy Association.

Bookings can be made through Association Films, Inc: Broad at Elm, Ridgefield, N. J.; 561 Hillgrove St., LaGrange, Ill.; 799 Stevenson St., San Francisco, Calif.; or 1108 Jackson St., Dallas, Tex.

Golf course irrigation

Free reprints of a paper about budget planning for golf course irrigation are available from Febco.

This 5-page report tells how to arrive at a reasonable estimate in setting budgets for lawn sprinkling systems. The study is said to cover every important factor required in a realistic cost projection.

Febco, Inc., 1993 Blake Ave., Los Angeles, Calif.

Claridge catalog

A colorful catalog that covers the Claridge line of portable chalkboards and bulletin boards is available from the manufacturer.

The illustrated catalog shows a full line of portable chalkboards, bulletin boards, changeable letter bulletin boards, and room dividers, as well as teaching aids.

Claridge Products, & Equipment, Inc., Harrison, Ark.

CLASSIFIED

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POSITIONS WANTED

Seeking position in industrial recreation. Currently student majoring in recreation; graduating February, 1962. Working part time as director of recreation for school district, with emphasis on budgeting, scheduling, public relations, and organization. Supervising 12 persons, all teachers. Box #44—RECREATION MANAGEMENT

Student anxious to fill position in recreation department or as sports coordinator in industry. College degree in physical education. Married. One child. Available June 1962. Box #46—RECREATION MANAGEMENT

Seeking position with industrial organization in recreation management. New York City area preferred. Acceptable salary \$6,000. Available April, 1962. Degree in recreation management. Married, one child. Box #47—RECREATION MANAGEMENT

Man with excellent background and practical experience in recreation administration, physical education, and public administration seeking position as Director of Recreation. Married, 5 children. Available immediately. Box #48—RECREATION MANAGEMENT

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Box #45—RECREATION MANAGEMENT

WITTEK GOLF RANGE SUPPLY CO., INC.

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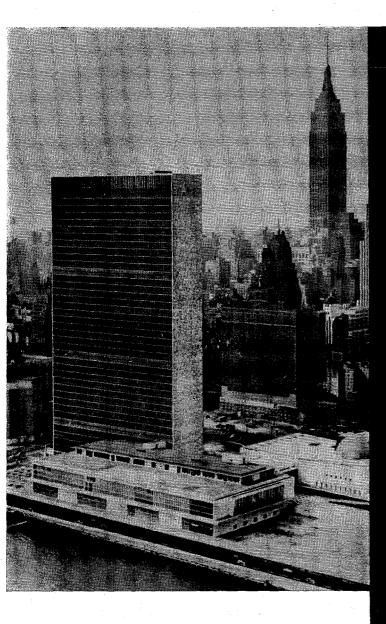
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You'll Hear
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When You're In New York
Attending The
21st NIRA Conference & Exhibit
June 17-20
See Page 23





CONFERENCE and EXHIBIT

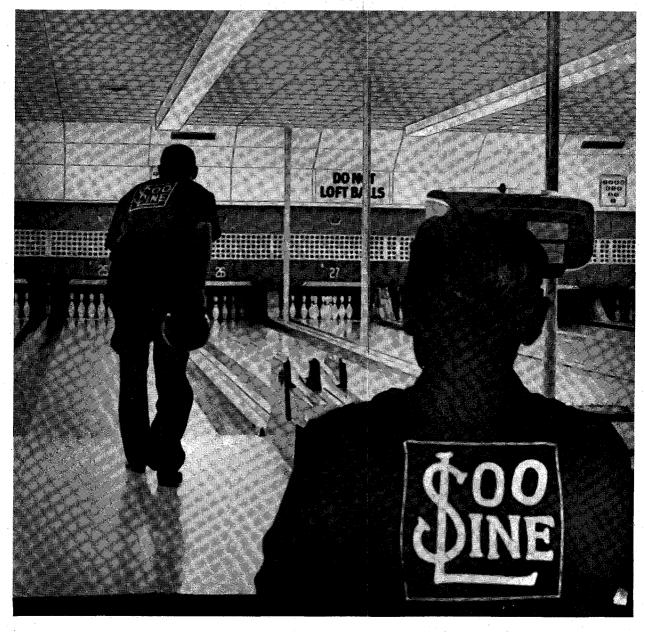
Registration fees, \$40 for NIRA company and branch members, \$50 for non-members, wrap up a bargain package which includes three luncheons, annual NIRA Banquet and Floor Show, opening reception and many other extras. Daily and single session registrations may be made at proportional rates. Advance registration and room reservation forms will be inserted in May 1962 R/M.

Room rates at the headquarters Hotel Commodore run from \$7-\$15 single and \$12-\$18 double. 500 rooms are air-conditioned, most with TV.

Wives program will feature special sight-seeing tours, fashion show, luncheons and other interesting activities as well as the events on the regular conference program. Registration fee: \$20.

start planning now for NEW YORK, June 17-20

BOWLING WORKS FOR INDUSTRY AND BUSINESS



TEAMWORK IN ACTION AT CATERPILLAR TRACTOR CO.

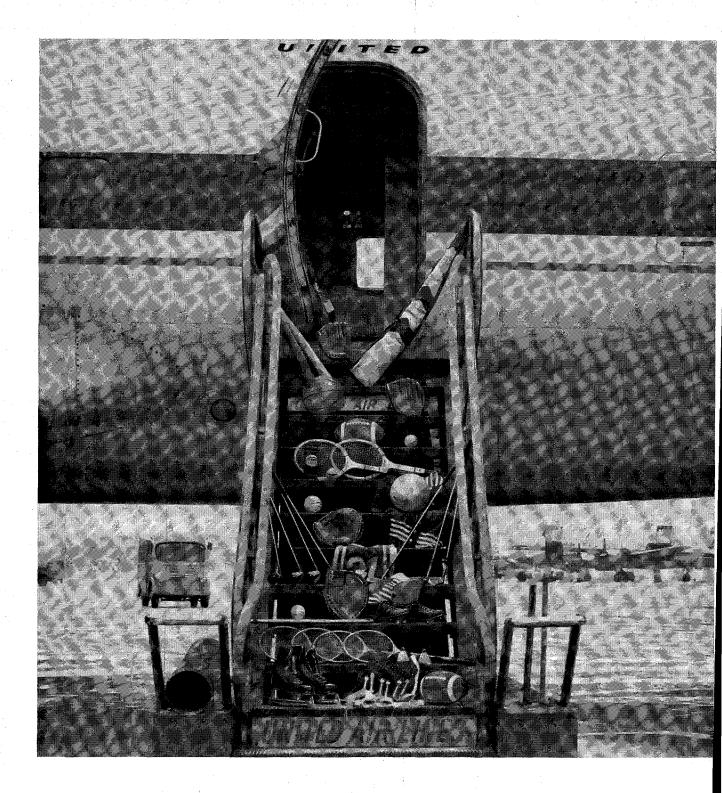
After working on the railroad, it's time for a little relaxation... and bowling provides fun and sport that Soo Line employees enjoy. The railroad sponsors bowlers, both men and women, in three leagues in Minneapolis and at a number of other points on its system.

Bowling brings an enthusiastic response from everyone: young and old, men and women, novice and expert. Everyone loves to bowl. It creates a spirit of teamwork that reflects itself in better company relations day in and day out. And, bowling is one of the least expensive company-sponsored sports. Let bowling work for you!

If you would like more information on how to organize bowling league activity in your company, write the Brunswick Corporation, Recreation Department 22, 623 S. Wabash Ave., Chicago 5, Ill.







Team Spirit can Soar

Make way for merriment. Your Brunswick sports equipment has just arrived. Talk about team spirit soaring, this is it: the sports equipment better teams are made of. Brunswick sports equipment, of course. Includes the complete MacGregor, Union Hardware and Red Head lines, too. Try Brunswick sports equipment and stand by for flying action.



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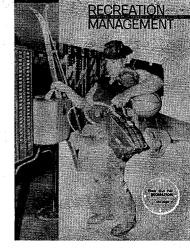
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DY SMAGATZ

T DIRECTOR O A. ROTELLI

RCULATION MANAGER ROTHY B. MORRISON **APRIL 1962**

Volume 5, Number 4



As you can tell by the picture, Jack Loud, truck tire builder at The Gates Rubber Co., Denver, Colo., is an ardent sports fan. Actually, he's only one of the firm's hundreds of employees who knows that it's wise to take time out for recreation.

THE NATIONAL MAGAZINE OF RECREATION IN BUSINESS AND INDUSTR

Published by the National Industrial Recreation Association. 203 N. Wabash Ave., Chicago 1, Ill. Phone: ANdover 3-6697

FEATURES

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- BIGGEST BARGAIN IN THE WORLD
- THE GREAT DEBATE
- SECRETS OF A SUCCESSFUL PICNIC
- FORD BOWLERS DOMINATE TOURNAMENT
- FLY NOW FOR LESS 16
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TIME OUT FOR RECREATION

The following editorial appeared in a recent issue of *Progress*, the magazine published by Gates Rubber Co., Denver, Colo., for its employees, their families, and friends. It does an excellent job in citing the values and benefits that the firm and its employees have gained through industrial recreation activities.

Recreation—the serious business of having fun—but not "just for fun."

That's a definition of one of Gates employees' most outstanding activities—recreation—which recently appeared in a local newspaper, and it seems most appropriate to the picture at Gates today—the picture of Gates employees at play during their leisure hours off work.

Through its extensive recreation program, the company has made available . . . a vast array of "things to do" for a large number of employees and members of their families. It is a program which involves not hundreds—but thousands of people.

But, as the definition states, "it's not just for fun," even though it's really all for fun!

How so?

Recreation at Gates, as is true at so many modern industrial plants of today, has a specific purpose.

(The editorial) ... lists these gains from simple recreation:

- Contributes to the individual's health and well-being.
- Develops a person physically and mentally.
- Builds up self-reliance and spirit of unity.
 - Produces leadership ability.
- Bolsters employee morale, helps make the participants feel like part of the team.
 - Improves mental attitudes.

In short, recreation is "what the doctor ordered," in many cases. Recreation is there for a real purpose; it serves a good cause.

"Recreation is a lot like vacation," explains Lloyd Smith, recreation director, who points out that, on first blush, it might be easy to start worrying about "all that unproductive time off the job"—until one starts to realize that the time off is really productive in the long run.

An article in the *Denver Post* recently quoted the famed Dr. Will Menninger, psychiatrist, as stating that anyone who felt he could do without a vacation was on the wrong track—that vacations, though they were a loss of time, were really a gain.

"Recreation is much like that," adds Smith.

"On the surface one might think 'what a big waste of time—all this recreation.' Thoughts may arise about how much more could be accomplished if all the time spent in bowling, for example, were put to some productive use."

"However...the human body was never meant to work endlessly without reprieve. It fares better if it gets relaxation and diversion.

"It's most efficient if recreation is balanced and in good taste."



The management of Gates does more than "offer" recreation activities to its employees—participation is endorsed. Recreation is actually a part of the company philosophy, where they strive to have "something for everyone."

Providing fun for Gates employees is serious business for recreation director Lloyd Smith.

While the firm already has an outstanding industrial recreation program—where participation is measured in terms of thousands of employees instead of hundreds—there's always room for new activities.

"Many of our programs are more or less spontaneous," explains Mr. Smith. "If there's interest and demand mounting for an activity, we do something about it.

"On the other hand, if interest in any activity decreases, then we don't spend a lot of time trying to keep that program going.

"There are so many places where we can put our time to good use in this field that we try to pace ourselves according to the demands of the employees."

In promoting his activities, Mr. Smith receives quite a bit of help from two clubs.

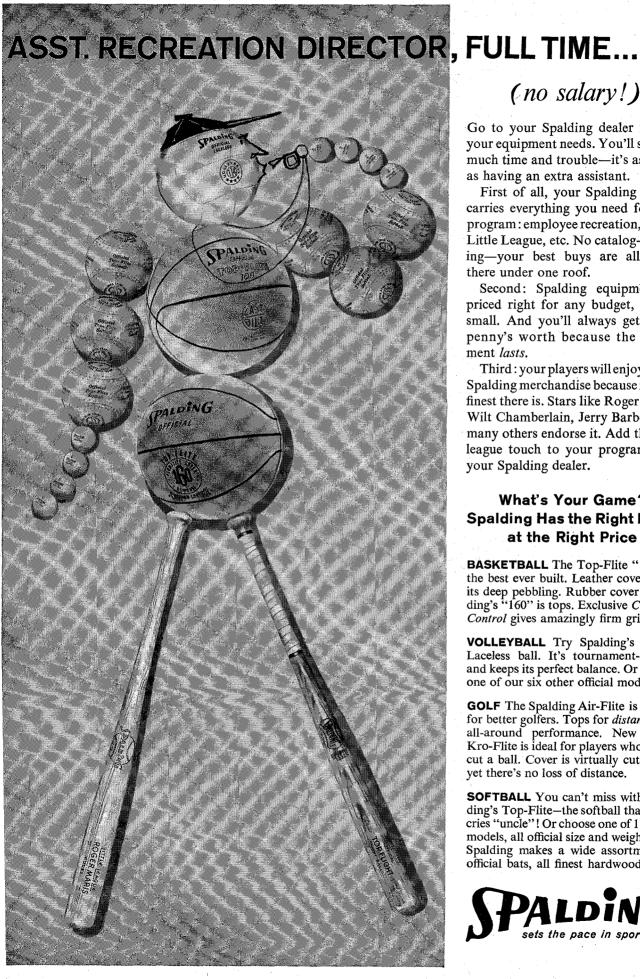
One, the Fire Brigade, not only provides programs to raise funds for many athletic events, but also supports a number of activities through participation of its members.

For example, during summer months the Fire Brigaders donate their time to supervise, announce, and keep score at ball games. In addition, they di rect activities at the annual picnic which always pulls a tremendous and enthusiastic crowd.

The other organization which play a major role in promoting recreation programs is the Sports Club—which numbers about 4,000 employees!

Included among the activities is sponsors and helps to promote is monthly fishing contest, and a monthl Roof Garden party that regularly accommodates from 400 to 500 employees

Behind the entire recreation program at Gates is management's soun philosophy that the right kind of recreation at the right time benefits bot the company and its employees. An this philosophy has certainly been key factor behind the spirit of unit that prevails at Gates Rubber Conpany.



(no salary!)

Go to your Spalding dealer for all your equipment needs. You'll save so much time and trouble—it's as good as having an extra assistant.

First of all, your Spalding dealer carries everything you need for any program: employee recreation, youth, Little League, etc. No catalog-searching-your best buys are all right there under one roof.

Second: Spalding equipment is priced right for any budget, big or small. And you'll always get every penny's worth because the equipment lasts.

Third: your players will enjoy using Spalding merchandise because it's the finest there is. Stars like Roger Maris, Wilt Chamberlain, Jerry Barber and many others endorse it. Add this bigleague touch to your program. See your Spalding dealer.

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GOLF The Spalding Air-Flite is perfect for better golfers. Tops for distance and all-around performance. New Super Kro-Flite is ideal for players who might cut a ball. Cover is virtually cut-proof, yet there's no loss of distance.

SOFTBALL You can't miss with Spalding's Top-Flite-the softball that never cries "uncle"! Or choose one of 11 other models, all official size and weight. And Spalding makes a wide assortment of official bats, all finest hardwood.



RECREATION OUTLOOK

Like a lot of other people, W. A. Barnes, Athletic Director for The McKinnon Industries, Ltd., St. Catharines, Ont., is concerned about fitness and recreation. For a recent issue of *The McKinnon People*, he wrote the following editorial.

The Case Of The Vanishing Athlete

Not so long ago, certainly within the memory of most of us, it was a common thing to have a hockey team, a baseball team and even a football team representing most of the Industries in our area.

To-day however, by the time a person finishes his formal education and has played sports through his elementary and high school and even college days he has been sorted out by the professional scouts as being either good enough or not good enough to make the pro ranks and the big money that goes with it.

Almost every competitive team sport to-day seems to be developed on the farm system. Unless a person can play in a subsidized organization the urge to play soon dies. A classic example in Ontario is Senior Hockey. Just 20 years ago Senior Hockey was the top rated class below the N.H.L. Now a player who doesn't get a pro bid from Junior ranks or even earlier at the Juvenile level is just written off and he consequently gives up at the old age of 16 or 17. There is no incentive to go Senior.

Many people say that television, or golf, or boating or the simple preference to be a spectator rather than a competitor is the cause of the vanishing athlete. I don't really believe it's that simple. The problem goes much deeper than that. I firmly believe that organized professional sports as they exist to-day have done more to kill hockey at the grass root level than anything else.

If you talk about the player problem with any of the major league ball players or managers to-day, and I have, they will tell you that there is a real shortage of good players and yet look at all the leagues taking care of the boys up to the age of 16 or so.

The first time a coach or manager peels the hide off a player on his way up through Class D Semi-Pro level, and the going gets rough, he quits—certain that there is more money to be made elsewhere without taking all the tongue

W. A. Barnes

Athletic Director The McKinnon Industries, Ltd.

lashing and having to stand on his own two feet etc., as he has to on his way to the top.

The boxing game is the same way—The general public feels the lack of good fighters is the result of the racketeers, the crooked promoters, etc. But the top people, the champions in the sport will tell you it is the simple story of very few boys being willing to take the punishment at the preliminary level for the money it pays. There is an easier way to make a living.

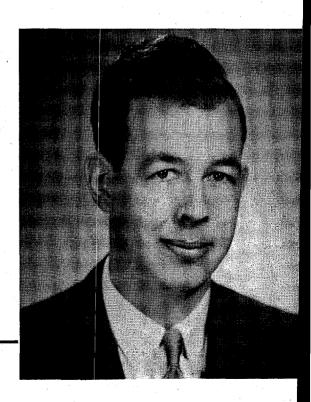
Some people will try to tell you that sportsmen to-day are looked upon as freaks in some quarters. It is the man with brains that rates the applause of the general public. This cannot be the answer to the problem either, because a majority of to-day's top athletes in the professional ranks are college graduates.

With all of this going on in the minds of people like you and me what chance has an industrial recreation program to really achieve enthusiastic success? There are no longer groups of adults organizing league and teams and then looking for some help with facilities or equipment.

It appears that unless the athlete of to-day can play in a heated or air conditioned bowling alley depending upon the season he is not interested. Hockey is too cold, baseball is too hot, lacrosse and football are too rough and the practice sessions are plain murder.

Are we quickly developing into a group of armchair experts or have we just lost the urge to compete. If so, what will happen to the athletes of to-morrow?

How about some of you former athletes dropping me a line and letting me know how you feel about this.





noose Wilson softball uniforms for distinctive styling and long wear!

ndreds of leading softball ms throughout the nation ose Wilson uniforms for the shing colors and distinctive ing that represent a winning tude.

Vilson uniforms are performe-patterned for freedom of vement. Top quality materials many seasons of long wear. Vilson custom-tailored or stock forms are available in a wide ge of styles, colors and mateto suit every budget.

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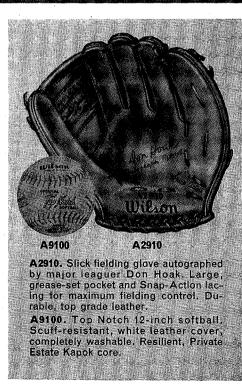
Wilson softballs play fast and sure, retain their shape, balance and firmness through many innings of hard play.

See your sporting goods dealer now for fast service on the full line of Wilson softball uniforms and equipment.

PLAY TO WIN WITH

Wilson

Wilson Sporting Goods Co., Chicago (A subsidiary of Wilson & Co., Inc.)



'BIGGEST BARGAIN' IN THE WORLD'

This is what New Yorkers claim about their fair city—but the slogan also applies to the 21st Annual NIRA Conference & Exhibit which will be held June 17-20 at the Hotel Commodore.

New Yorkers aren't modest when they talk about their city. They believe it's the most exciting place in the world. They claim it has "something for everyone."

Industry recreation administrators who plan to be in New York City June 17-20 may decide they agree with the city's citizens. But they'll find that NIRA's Conference & Exhibit also has something for everyone.

A partial peek at the program shows that on Sunday, June 17, one of the nation's top travel authorities will greet NIRA delegates.

Idea Round Tables will cover the field from Rod & Gun Clubs to Company Picnic Programs. For ladies, there will be a "Get Acquainted" tea.

For bridge-playing enthusiasts, there'll be a special treat on Monday—the famous Charles Goren will be on hand to reveal his secrets of the game.

A special general session on travel will offer a wealth of up-to-date information on new tour regulations. And for the ladies—a Continental Breakfast.

Another highlight on Monday will be the Awards Luncheon, where five companies will receive Helms Athletic Foundation Awards for their outstanding recreation programs. Moreover, the first Certified Industrial Recreation Administrators will be honored at this time.

On Tuesday, June 19, seminars will feature such topics as "Low Budget Programs," "Senior Bowling," and "Casting."

A unique ladies' panel of recreation directors' wives will discuss "How I Can Help My Husband In His Job As A Recreation Director."

A question-and-answer period is planned for later in the afternoon where the "Kollege of Knowledge," consisting of NIRA's past Presidents, will field questions from the floor.

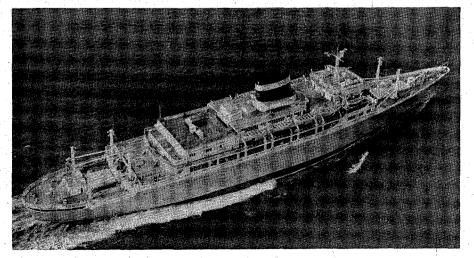
At the General Session on Wednesday, June 20th, a management forum will take a look at "What's Ahead In Industrial Recreation."

And you won't want to miss the NIRA Luncheon, where Dr. Kenneth McFarland, acclaimed by many as the "world's foremost speaker," will tell why it's time to "Wake Up America."

In the evening, NIRA's famous banquet and outstanding floor show will be held.

On Thursday, you'll have an opportunity to tour the United Nations Building. Later, there'll be an Open House tour of the Grace Line's Santa Rosa. This is where you learn if you won the door prize—a 13-day South American Cruise for two!

Picture yourself aboard the Santa Rosa as she carries you off on a 13-day South American Cruise. It could happen, but you have to be present June 21 at the drawing aboard the W. R. Grace liner.



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NIRA Conference & Exhibit

Adirondack Bats, Inc. American Bowling Congress Automatic Canteen Co. Boin Arts & Crafts Co. Boy Scouts of America, Nat'l Council J. H. Cargill, Inc. Champion, Knitwear Co. Clark Industries Coca-Cola Co. Conelle Distributing Corp. Consumers Automatic Vending, Inc. J. deBeer & Son Encyclopaedia Britannica Game-Time, Inc. 🏇 🎂 Golden Awards Harrison, Brauer, Rippel Hillerich & Bradsby Co. Jayfro Athletic Supply Co. Jewel Creations King Louie Bowling Apparel Lion Brothers Co., Inc. MacGregor Co. Mexico, Forge, Inc. Minnesota Mining & Mfg. Co. Moffett & Klein Corp. Nat'l Association of Amusement Parks, Pools, & Beaches Nat'l Bowling Council Nat'l Rifle Association N. Y. Convention & Visitors Bureau Penn Emblem Co. Pepsi-Cola Co. Rawlings Sporting Goods Co. Saunders Mfg. & Novelty Co. Saxony Uniforms Seven-Up Co. Shakespeare Co. Sico Manufacturing Co., Inc. A. G. Spalding & Bros. Sportsmaster Corp. Sportsmen's Service Bureau Swiss Melody Corp. S & S Arts & Crafts Tandy Leather Co. Trans World Airlines, Inc. Waldron & Co., Inc. Wilson Sporting Goods Co. Wittek Golf Range Supply Co. Worthington Golf Inc.

American Express announces new low group air fares*

Now your employee group can save on flights to cities in Europe and the Mediterranean when you organize a group of 25 or more. Read how American Express offers your company as many of these flights at remarkably low air fares as all airlines combined!

Right now your group can save on flights on overseas airlines at American Express! Amazing savings, too, that allow your employee group to take a vacation they might not have thought possible before! Here's how this remarkable plan works. Any established group is eligible. Just so member travelers have belonged 6 months or longer. Simply book with American Express 30 or more days in advance. (We offer impartial advice on flights of all airlines.)

Of course, your group gets *more* than low air fares at American Express. We'll help you with sight-seeing, hotel and resort reservations, car rentals and many other things. Our 378 offices in 32 countries are your homes-away-from-home. The complete trip from your initial inquiry to return is planned and assured. You'll know the total cost of the trip before you leave.

Check the list at right and see how much your employee group can save on their trip at American Express. Call American Express now for additional information or write for free booklet giving complete details about the new low group fares to Europe, the near East and the Mediterranean.

*Subject to Gov't approval

	(ROUND TRIP)		
From New York to:	Reg. Fare Economy Jet	New Low Group Fare Economy Jet (25 or more)	
Amsterdam	\$561.60	\$326.00	
Athens	\$756.00	\$471.00	
Brussels	\$525.60	\$326.00	
Cairo	\$864.00	\$579.00	
Copenhagen	\$561.60	\$349.00	
Dublin	\$458.00	\$284.00	
Frankfurt	\$561.60	\$349.00	
London	\$486.00	\$300.00	
Madrid	\$525.60	\$326.00	
Moscow	\$799.60	\$515.00	
Paris	\$525.60	\$326.00	
Rome	\$620.30	\$385.00	
Shannon	\$441.00	\$274.00	
Tel Aviv	\$876.60	\$592.00	
Vienna	\$602.90	\$374.00	
Zurich	\$561.60	\$349.00	

SERTE MASIREMA

TRAVEL SERVICE

65 Broadway, New York 6, N. Y.

Not long ago, such words as "foreign goods," "imports," and "tariffs" were basically unfamiliar terms. And understandably so. Because it's only in recent months that they have become the storm center of controversy that vitally affects industrial recreation and those responsible for employee activities.

alk to five different experts about it and you're just likely to end up getting five different opinions.

This is the way it is with one of the most crucial—and controversial—issues in the economic history of our country. And it's an issue that affects the industrial recreation field, including profits, paychecks, and jobs.

The great debate is based on the Trade Expansion Act of 1962 which President Kennedy has submitted to Congress, where reaction has been one of pain, anguish, and bewilderment.

WHAT THE PRESIDENT WANTS

Under the Act, the President is asking that Congress give him the strongest powers in the history of the country to slash tariff barriers of foreign imports.

These barriers originally were established to protect our industries and our employees against the competition of foreign goods.

Specifically, the President is asking for power during the next five years to eliminate tariffs on goods where the United States and the European

the

GREAT DEBATE

Common Market together account for 80 per cent of world trade.

The reason: we'd like to sell more of these goods to Europe—and Europe would like to sell more of them to us.

President Kennedy is also asking Congress to vote him the power to cut other tariffs by 50 per cent, through what is called "reciprocal negotiations," over the next five years.

IN RETURN: "AID"

At the same time, however, he proposes a program of "aid" to protect management and employees who might be hurt by an increase in imports—and to help them adjust to a change in their economic climate.

Finally, Congress is being asked to

modify those clauses in the current law that have permitted hundreds of tarif boosts in the past.

Your Congressman is bothered by these requests. He remembers that you helped vote him into office because you trusted him to represent you.

Previously, when he felt that his con stituents were threatened by foreign competition, he voted to put a ceiling on imports, or to raise the tariff to level where the foreign product be comes too high priced to be competitive with American-made products.

A CHANGE-UP

Suddenly, he's asked to think differently—to change his mind—to sig up for a team that would consist of the

IMPORTS Comparative Report of Some Sporting Goods Items 1960 To Oct. 31, 1961 1958 GOLF BALLS 3,504,115 \$3,584,732 Quantity 1,532,142 2,704,842 365,020 635,390 726,023 676,852 Value TENNIS BALLS 3,196,109 4,092,709 3,719,797 Quantity 1,850,070 767,784 822,816 651,717 Value 510,337 BASEBALLS 973,144 913,010 2,067,128 958,635 Quantity 175,691 309.348 Value 71,521 173,457 TENNIS RACKETS 884,744 649,186 486,973 722,409 Quantity 804,617 655,785 421,983 705,434 Value **BADMINTON RACKETS** 7,979,878 7,969,791 6,386,659 Quantity 5,239,126 \$2,049,091 \$1,518,007 \$2,238,169 Value \$1,840,882 BASEBALL & SOFTBALL 2,286,370 Quantity 553,527 1,269,429 2,411,806 **GLOVES & MITTS** \$ 860,103 \$2,484,110 \$4,364,740 \$3,852,865 Value



United States and the countries of free Europe.

Many responsible business people are convinced that lower tariffs on foreign-made products will do more harm than good to our economy. To back up their thinking, they point to specific marketing areas where foreign products have hit with damaging impact.

BLEAK OUTLOOK

J. A. Hillerich, president of Hillerich & Bradsby, Louisville, Ky., points out that the athletic goods industry has been suffering considerable hardship due to the competition of imports produced in the low-wage countries and favored by low import duties.

"What has already happened on some items, and how rapidly this business is being taken over by foreign hands, is all too evident from a glance (see import figures) at the record," he maintains. "And the outlook is even more distressing.

"The Hillerich & Bradsby Company is a part of the athletic goods industry and is therefore vitally concerned with the way things are going.

"What hurts or threatens others in our field is a threat to us also, so we are doing all we can in the fight to save our business," Mr. Hillerich concludes.

O BREAK ON GLOVES

In the athletic goods field, President Kennedy has already turned down proposed tariff boosts for baseball gloves.

Duty retained on baseball gloves and nitts is 15 per cent. The Tariff Comnission had recommended a rate of 30 er cent.

In justifying his action, the Presient noted that Japan—primary forign manufacturer of baseball gloves, as recently placed voluntary quota mits on shipments to this country. "Significant increases in imports did not occur until many years after the duty concessions were granted," contends President Kennedy.

"Domestic production has not declined appreciably, and the level of employment in (the) industry has remained relatively constant.

"As a result," he adds, "neither serious injury nor threat of injury" exists under present tariff levels on this product.

AN EMBARGO

One organization, however, questions this. A year ago, the National Baseball Congress placed an embargo against Japanese-made gloves in non-pro play.

Now, the NBC has added a ban on imported baseballs. Ray Dumont, Congress president, points out that the American athletic goods manufacturers have spent thousands of dollars in the development of sports to make this nation outstanding in athletics.

"If American sports don't move to curb use of imported gear," he warns, "there'll be a decided decrease in the number of U. S. athletic goods manufacturers.

"In the Congress' district, state, bistate, and national tourneys this year, use will be restricted to balls made by any of the nine U. S. baseball manufacturers," Mr. Dumont discloses.

FIREARMS INDUSTRY

Meanwhile, in the firearms industry, some goods already have been affected by tariff cuts. For example, the duty on rifles has already been cut from 22½ per cent to 18 per cent; shotguns from 12½ per cent to 10 per cent; and pistols from 20 per cent to 16 per cent.

Also hard hit by foreign imports is the electronics industry. And Robert Sprague, president of Sprague Electric Co. of North Adams, Mass., is highly concerned over the situation.

"I firmly believe that continued unrestricted importation of electronic components into this country can have disastrous affects on many companies, and on the jobs of many American working men and women," he says.

LOW WAGES

"The reason for this threat is basic—wage scales in the countries most directly competitive to us are only one-fifth to one-third those in our industry.

"We simply cannot compete, pricewise, against any technically competent

foreign concern or industry . . .

"Therefore, I believe it is necessary that we have national controls available for regulating the flow of . . . imports," Mr. Sprague maintains.

But there are also those who feel that this competition from foreign manufacturers may, in the long run, benefit us.

Among those who feel this way are Chicagoans Charles Percy, president of Bell & Howell Co., and B. E. Bensinger, president of Brunswick Corp.

Mr. Bensinger feels that protectionist industries too often lobby more aggressively than they compete.

"Imports which compete with American industry are only 1½ per cent of the nation's annual production," he recently told the World Trade Conference.

"Protectionism may have served a purpose in the early days of our national growth," noted the Chicago executive. "But we no longer fit this pattern, and it is absurd for a world leader to continue to wear the legislative garments of adolescent power."

YOUR RESPONSIBILITY

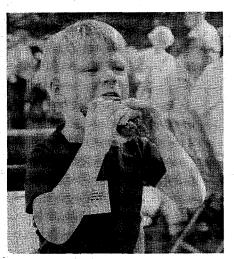
As the controversy continues to rage over the question of foreign imports and tariffs, it will certainly be to the best interest of everyone in the field of recreation management to give considerable thought to the subject.

The Great Debate will not end tomorrow. And industrial recreation directors have a lot at stake here. Their thinking is important. Equally important is that they make known their thinking. This is the only way they can possibly receive any consideration. Speak up! Let us know how you feel about this matter. And, of course, let your Congressman know, too!



Crowded company outings will run smoothly if you're careful to plan ahead and follow a few . .

Secrets of a Successful Picnic



Peter Lemmerhirt (above) downs a double bratwurst with the works. And as if this wasn't enough, he followed it with popsicle and pop.



but they can also create a multitude of problems—and too many problems spoil the fun.

In Kohler, Wis., the Kohler Company people feel that they have found a solution for most of the problems—especially those that result from an unusually large and enthusiastic crowd.

The answer?

Departmentalized picnics!

Originally, the firm's picnics attracted more than 90 per cent of all those eligible to attend—which taxed local facilities to the limit.

But last year's crowd of more than 12,000 was divided into four separate picnics.

JUST ABOUT EVERYONE

The outings were held on successive week-ends in August—each beginning at 1:30 p.m. and ending at 7:00—for men and women employees, their husbands or wives and all children to 17 years old, and single employees' dates.

Even with the picnickers split up into four outings, careful planning was required.

"We've had 32 major picnics since 1955, and only one was rained out," says Roy A. Ebben, Recreation Director. "That's something you can't organize or plan—but there are a lot of things you can do."

Brunt of the work load at these activities is shared by the recreation, personnel, and public relations departments. And the legal, purchasing, accounting, mailing, advertising, and service departments, along with shop foremen and timekeepers also pitch in.

A LOT TO DO

Responsibilities of the recreation department are numerous:

- Purchases, or direction of purchases, of all food, refreshments, prizes, and supplies.
- Rents all special equipment, such as street barricades, chefs' aprons, and a 40 x 70 ft. tent.
 - Contracts for all rides.
 - Collects fees and assessments.
- Supervises cooking of food at picnic site.
- Cleans up the grounds after each of the picnics.
 - Pays all bills.
- Handles related chores that have to do with advisory, supervisory, and "sleeves rolled up" work.

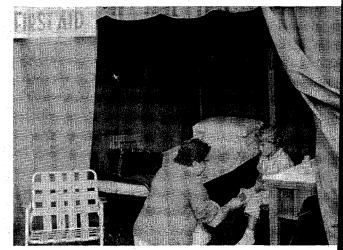
The employment department, drawing from its extensive personnel records, takes charge of sorting, distributing, and exchanging tickets.

The public relations department takes care of before-the-event and follow-up publicity, supervises printing of tickets and promotion pieces, as well as

Above, 8 men keep busy all day frying bratwurst and hamburgers. Below, picnickers are served at 3 long tables in background, while condiments are available from white-topped tables in the foreground.



Nurse Frances Baar swabs the skinned knee of young picnicker. First aid tent is set up at all Kohler picnics. Nurse Baar says happily: "Business is usually slow, with only about three or four patients per picnic."



on-the-spot photography.

Each picnic has two "straw bosses," or co-chairmen, appointed by their shop superintendent. The co-chairmen work closely with the recreation department—and receive instructions from the recreation director. In turn, they appoint separate activity chairmen for registration, bingo, food, games, and other special events.

MOSTLY VOLUNTEERS

The "work force" at each picnic consists of some 300 employees. Each works an hour without pay, handling food and refreshment stands, games, the P.A. system, registration, lost-and-found desk, traffic direction, and assisting in the clean-up operation. And each is a volunteer.

"But the men who fry hamburgers and bratwurst work the entire picnic, and they're paid on an overtime basis," Mr. Ebben reports. "They work hard and they do a terrific job."

Clean-up work at the picnic site starts immediately after picnickers have headed for home. And within an hour the committee—with the help of a dozen youngsters working for tickets to the next picnic—have the grounds entirely cleared.

The following morning, company sanitation and service crews dispose of refuse, and steam clean trash barrels.

KIDS HAVE FUN, TOO

No picnic is quite complete, of course, without kids. And if there's one thing kids look forward to, it's "rides."

"Ponies are the most popular, but the merry-go-round runs a close second," says Mr. Ebben. "We get at east a dozen ponies, although we probably could keep 50 of them busy.

"But it's been our experience that too many ponies—or too many rides of any kind—isn't practical, because then the kids wouldn't have to wait in line.

"If lines don't get too long, they're good because they help generate enthusiasm and excitement," he explains. "Besides, waiting in line keeps the kids occupied."

Mr. Ebben also recommends that some type of ticket arrangement be used with all rides, because this assures a steady turn-over of riders.

Last year, the kids enjoyed almost 50,000 rides. Their parents—and some grandparents, too—played 10,000 games of bingo, 2,500 games of hoopla, and watched 3,000 helium-filled balloons float off over the horizon in a long-distance race.

FIRST AID

Another picnic requirement is the first-aid tent, staffed by a registered nurse. In addition, a company physician is also on call throughout the day.

Experience, of course, is most important to the growth of any recreation activity. With picnics, detailed records of expenditures, quantities, attendance, and other vital statistics can serve as a reliable guide from year to year.

"In planning our picnics last year I went back to the previous year's records, then hit every order right on the button," Mr. Ebben discloses. "No hamburgers left over and just a small quantity of bratwurst and rolls.

"In fact, there were only 12 dozen rolls left over from an original order of 2,400 dozen. This required careful planning—which is the secret of a successful picnic."

No doubt about the popularity of the rides. People in line at left are waiting to ride the roller coaster. Left center is the merry-go-round. Next, the ferris wheel. Ice cream and refreshment stands, and the dining area, are in the shade of the big elms in the background.



"HEADACHE AVOIDERS"

PAPER CUPS

Recommended because glasses and china cups break easily, creating trouble for barefooted youngsters.

POTATOES

When possible, serve escalloped potatoes or hot, German-style potatosalad. Cold potato salad, with mayonnaise, might spoil.

BRIQUETS

For outdoor grilling, these are better than either charcoal or coal. Briquets cost less than charcoal. They're cleaner, and burn hotter.

ICE CREAM

Ice cream bars, or sandwiches, are recommended. Paper cups are messier, and may have paper tops which youngsters usually throw on the ground. And they require a spoon.

EMPLOYEE CONTRIBUTION

This doesn't pay for much—but it's important. Once a man has paid, he's certain to attend. Estimate your needs on the number of contributions.

PUBLIC ADDRESS SYSTEM

You'll need one—for the registration desk and to announce prizes. Also useful in helping lost children and parents find each other.

REFRESHMENTS

Generally, major brands are priced competitively. Choice is best determined by distributor service.

PARKING

Allow for half as many cars as picnickers. This way, drivers will have plenty of room; less jangled nerves.

PLASTIC UTENSILS

Compared to the cost of lost silverware, they're inexpensive.

WASHROOM FACILITIES

The minimum for 3,000 peoplemen's room: 8 lavatories, 12 urinals, 4 toilets; ladies' room: 8 lavatories, 16 toilets. Attendants must keep soap and towel dispensers filled, and help anyone who might become ill.

TABLES AND BENCHES

Have enough to seat—at one time half the people in attendance. A bachelor wins the grand prize refrigerator at NIRA's 15th annual event.

FORD BOWLERS DOMINATE INDUSTRY TOURNAMENT

Bowlers from five Ford teams took home a majority of trophies when scores had been tallied at the 15th annual National Industrial Bowling Tournament held last month at the Beacon Bowl in South Bend, Ind.

In fact, a look at the scores on the opposite page shows that Ford bowlers were at the top, or near it, in just about every event.

One of the outstanding performances was that of the Ford Motor Team #1 from Dearborn, Mich. Bowling in the Open Division, the team started off fast, built a lead of 120 pins by the

Sweeper winners: Ray Benson of Ford Motor Team #1 won Open handicap; Henry Detz, Ford #2 coach, won Management event.



halfway mark, then finished strong in the 8-game event to win by nearly 400 pins over runner-up Pittsburgh Plate Glass Team #1 from Barberton, O. Ford's total: 7,880 pins!

In the Industrial Division, the Ford Tractor Team #2 from Highland Park, Mich., didn't have it quite as easy, finding it necessary to rally with a strong 3772 total in the second half of the 8-game series to defeat runner-up U. S. Steel Sheet & Tin Mill Team #2, Gary, Ind.

Certainly one of the most exciting events was the "match" between Steve Vargo and Lou Haydu—both members of Ford Motor Team #1—for individual 8-game honors.

Lou lead all the way into the 7th game, when Steve began to nudge ahead. But the outcome was not determined until the final frames of the 8th game, with Steve ending up the winner by a scant 28 pins—and the grand prize RCA refrigerator, donated for the fourth year by Whirlpool Corp.

A bachelor, Steve Vargo is employed in quality control at Ford. He's 38 year old, and his average this year Individual eight-game champion (1,648 pins)

Individual eight-game champion (1,648 pins) Steve Vargo (right) receives hearty congratulations and his grand prize refrigerator from Whirlpool's Steve Wendelken.

has been running around 208—which is very close to the average he turned in at South Bend.

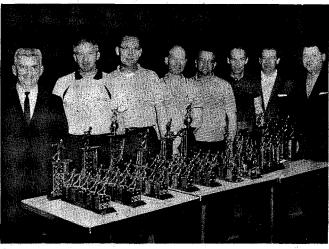
In the handicap singles event, Henry Detz, coach of Ford Motor Team #2, bowled a three-game total of 598 to win the management division. In the open division, Ray Benson of Ford Motor Team #1 finished with a total of 665 to take top honors.

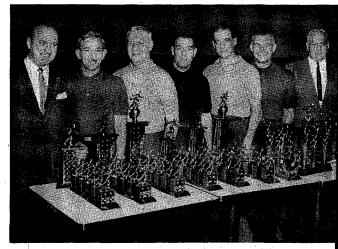
High single game of 267 was bowled by Jim Ondrako of IBM.

This year's tournament was co-sponsored by the Studebaker Athletic Association under the direction of president J. E. Skelly and his capable staff. Certainly a highlight of the tournament was the tasty buffet they arranged for the bowlers during the first evening of the two-day festivities.

Plans are already underway for next year's tournament, which will held at the Satellite Bowling Lanes in Inkster, Michigan (near Dearborn). Ford Motor Company will be host.

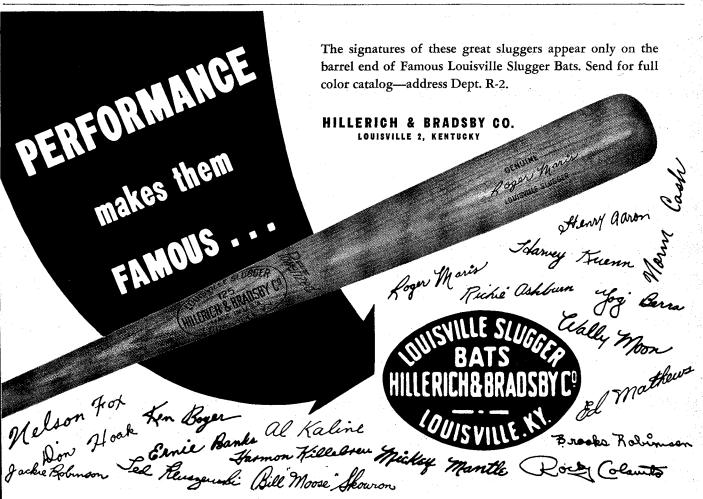
Below left: George Ambler, Studebaker's recreation coordinator; Open champion Ford Motor Team #I—Steve Vargo, Ray Benson, Ken West, Jack Frost, Lou Haydu, Captain Bob Varos; Don Neer, NIRA Executive Secretary. Below: Jack Kay, vice president, Ford Bowling Association; Industrial champion Ford Tractor Team #2—captain John Ancona, Mike Graybill, Mike DiCapo, Pete Saroli, John Savu; J. E. Skelly, president of the Studebaker Athletic Association.





1962 NATIONAL INDUSTRIAL BOWLING TOURNAMENT

Open Division—Eight Games	* * * * * * * * * * * * * * * * * * *	Open Division—Team Four Games	
Ford Motor #1, Dearborn, Mich.	3944-39367880	Ford Motor #1, Dearborn, Mich.	3944
Pittsburgh Plate Glass #1, Barberton, O.	3824-3672—7496	Timken Roller Bearing, Canton, O.	3861
Whirlpool #1, St. Joseph, Mich.	3741-3726—7467	Pittsburgh Plate Glass #1, Barberton, O.	3824
U. S. Steel Goodfellow Club #1, Gary, Ind.	3699-37517450	Whirlpool #2, St. Joseph, Mich.	3824
Goodyear Tire & Rubber, Akron, O.	3686-37577443		
Studebaker #1, South Bend, Ind.	3785-3653-7438	Industrial Division—Team Four Games	
Motorola #1, Chicago, III.	3719-36887407	U. S. Steel Sheet & Tin Mill #2, Gary, Ind.	3712
IBM, Rochester, Minn.	3686-3707-7393	Ford Motor Tractor Div. #2, Highland Park, Mich.	3672
Whirlpool #2, St. Joseph, Mich.	3824-35417365	Ford Motor Engineering, Dearborn, Mich.	3641
Pittsburgh Plate Glass #2, Barberton, O.	3550-38067356		
Babcock & Wilcox, Barberton, O.	3618-37367354	Open Division—Individual Eight Games	
Timken Roller Bearing, Canton, O.	3466-38617327	Steve Vargo, Ford Motor #1	1648
B. F. Goodrich, Akron, O.	3587-37347321	Lou Haydu, Ford Motor #1	1620
U. S. Steel Goodfellow Club #2, Gary, Ind.	3697-3589-7286	Oscar Suarez, Timken Roller Bearing	1594
Whirlpool Engineering, St. Joseph, Mich.	3534-3720-7254	Bob Hall, Motorola	1594
U. S. Steel Sheet & Tin Mill #1, Gary, Ind.	3748-34997247		
Studebaker #2, South Bend, Ind.	3652-35807232	Industrial Division—Individual Eight Games	
Minneapolis Honeywell, Hopkins, Minn.	3573-35777150	Mike Graybill, Ford Motor Tractor Div. #2	1603
Ford Motor #2, Dearborn, Mich.	3568-35747142	Bernard White, Oscar Mayer & Co.	1563
Motorola #2, Chicago, III.	3393-34996892	Lou Sarbenoff, U. S. Steel Sheet & Tin Mill #2	1562
Industrial Division—Eight Games		Open Division—Individual Four Games	
Ford Motor, Tractor Div. #2, Highland Park, Mich.	3628-3772-7300	Lou Haydu, Ford Motor #1	888
U. S. Steel Sheet & Tin Mill #2, Gary, Ind.	3712-3451—7163	Oscar Suarez, Timken Roller Bearing	875
Ford Motor Engineering, Dearborn, Mich.	3641-3509—7150	Jack Frost, Ford Motor #1	845
Babcock & Wilcox #2, Barberton, O.	3476-36307106	Jack Frost, Tota Motor # 1	043
Woodall Industries, Detroit, Mich.	3555-3512-7067	Industrial Division—Individual Four Games	
Oscar Mayer, Madison, Wis.	3440-35266966	Lou Sarbenoff, U. S. Steel Sheet & Tin Mill #2	833
Gast Manufacturing, Benton Harbor, Mich.	3387-35236910	Bernard White, Oscar Mayer & Co.	822
Ford Motor, Tractor Div. #1, Highland Park, Mich.	3392-34646856	Mike Graybill, Ford Tractor Div. #2	821
Ball Brothers #2, St. Joseph, Mich.	3316-33586674	Mike Oldybill, ford fractor bit. Tr	V2 .
Ball Brothers #1, St. Joseph, Mich.	3177-32446421	Open Division—Individual Single Game	
	3177-32-40421	E. Stoll, Pittsburgh Plate Glass #2	257
Open Division—Team Single Game		Oscar Suarez, Timken Roller Bearing	247
Ford Motor #1, Dearborn, Mich.	1068	Ellwood Barto, Goodyear Tire & Rubber	245
Motorola #1, Chicago, III.	1030	John Holzapfel, Pittsburgh Plate Glass #1	245
U. S. Steel Sheet & Tin Mill #1, Gary, Ind.	1025	John Heizapier, I marright that States //	
Industrial Division—Team Single Game		Industrial Division—Individual Single Game	
Ford Motor Engineering, Dearborn, Mich.	1060	Bernard White, Oscar Mayer & Co.	254
U. S. Steel Sheet & Tin Mill #2, Gary, Ind.	988	George Nelson Jr., Ford Motor Engineering	246
Ford Motor Tractor Div. #2, Highland Park, Mich.	967	Mike Graybill, Ford Motor Tractor Div. #2	246
4			



Air fare reduction for New York-London group round trips could end before June

You Can Fly Now For Less But Maybe Not For Long

It was good news for your travelminded employees when the air fare reduction was announced early in March.

But it may not last.

According to the Civil Aeronautics Board, the reduction in the cost of air travel for a group of 25 or more may not be in effect after the 31st of May.

38 PER CENT SAVING

This means that industry travel clubs which might be considering a European trip this year could enjoy a saving of 38 per cent if they can schedule their trip before the 1st of June.

Until that time, an employee would pay only \$300 for his round-trip jet fare from New York to London—if he's flying with a group of 25 or more.

Prior to the reduction in fare, the same jet flight cost \$486—and it's not impossible that the fare could be boosted again after May 31.

A CHANGE IN RULES

At the same time, there's been some modification of the rules that govern group requirements.

Originally, CAB rules required that a group could not be formed specifically for the purpose of booking a flight to receive reduced rate—that it must have at least one other primary basic reason for existing.

Under the new ruling, an industrial travel group can be formed *intentionally* for the purpose of booking a trip under the group rate.

But there is one "restriction"—the

group must assemble spontaneously. In other words, a travel agent cannot be active in soliciting individual employees to create a group of 25 or more for purposes of group travel. But there are those who feel that this will be a difficult requirement to enforce.

ADVANCE NOTICE

In booking a flight for employees, the recreation director must allow 30 days advance notice. And the same amount of time is also required for cancellation.

To qualify for group fare rates, employees are required to be on the same plane for their entire trip. However—should the airline find reason—it may require that the group use more than the one flight.

In addition to the group fare economy jet rate of \$300, there are several other inexpensive rates that might be considered by the recreation director and his employees. Least expensive is the full-plane off-season "prop" charter flight. And under group fare rates, the economy "prop" flight is \$278—compared to the \$300 cost for jet travel.



the TUCK-AWAY table is ready in seconds!



Now, any room becomes a recreation area quickly, easily . . . with the TUCK-AWAY folding tennis table. The TUCK-AWAY is built for lasting service, minimum storage requirements, and speedy, safe operation. Finished in flat green with white court lines, the TUCK-AWAY is regulation size and features "Floating Fold" for easy, positive action. So safe a child can operate it. USTTA approved for tournament play.

new FREE booklet





TRAVEL COUNCIL

... a special NIRA advisory committee formed to assist in planning employee group tours.

At your service for better group tours

Starting a travel club? Planning employee group tours? Take advantage of the valuable aids from the NIRA Travel Council:

Travel Checklists for air transportation and land tour arrangements list all items necessary for a successful trip, help you evaluate bids.

"Let's Talk Travel," useful program guide, outlines best procedures for forming a travel club, planning trips. Includes model club constitution.

Program aids, including special consultation, provide valuable tips on promotion, travel meeting programs, films, speakers, entertainment.

Bid Solicitation Form, filled out by you, handled by NIRA, provides speedy, convenient method to obtain bids on proposed employee tours.

The NIRA Travel Council is composed of travel-wise NIRA members, leading carriers, tour operators, hotels, resorts.

NIRA TRAVEL COUNCIL

Room 1518, 203 N. Wabash Ave., Chicago 1, Illinois

Here Are Your Judges For Helms Award Entries

The Helms Industrial Recreation Awards—highest honor in the field-will be presented to five firms for their outstanding programs. Presentations will be made at the awards luncheon during NIRA's Conference & Exhibit. Screening entries will be this prominent panel of judges.

Rev. Robert E. Richards, former Olympic pole vaulting champion. Director of Wheaties Sports Federation, he has been active in helping to promote President Kennedy's call for increased emphasis on youth fitness.

Rex McMorris, executive vice president of National Golf Foundation. Previously, managing editor of Golfing and Golfdom magazines. Prior to that, he served as executive vice president of the U.S. Junior Chamber of Commerce.

Franklin L. Orth, executive vice president of the National Rifle Association of America. Previously, deputy assistant secretary of the Army, he's served in important posts of U. S. government for 18 years.

Thomas I. Hines, head and professor, department of recreation and park administration, N. C. State College. He's been very active in promoting and improving North Carolina's recreation facilities and activities.

Robert Conger, president, U. S. Junior Chamber of Commerce. Previously headed community health and safety portfolio of the 200,000-member civic service organization. Formerly president of the Tennessee Jaycees.

Link Piazzo, president of the National Sporting Goods Association. The Reno, Nevada, sportsman is a pastpresident of the Sierra Nevada Sportswriters and also the Broadcasters Association.

Floyd R. Eastwood, professor in counseling, Los Angeles State College. Former Helms Award winner, he's appeared in Who's Who, and been outstanding in work for the American Football Coaches Association NCAA.





Piazzo





Richards



McMorris



Orth



Hines



Conger

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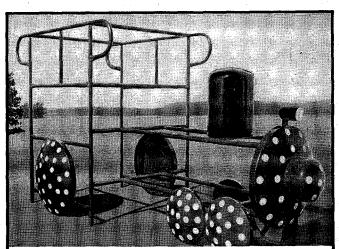
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GARDEN PLOTS hearty work and healthy fun

W hile some recreation activities may be best suited only to the younger employees, one program that certainly can be enjoyed by people of all ages is gardening.

"It's good healthy outdoors exercise," explains F. B. Lynaugh, Director of Recreation for Oscar Mayer & Co., Madison, Wis., where more than 100 employees, including a number of women, participate in the gardening program.

After 8 years of operation, Mr. Lynaugh has found that there is little need for formal organization among those in the gardening group. There are no meetings. Early each year, a renewal notice is mailed to all gardeners eligible to retain their plots from the previous year. After these notices have been returned, remaining garden plots are available on a "first-come, first serve" basis.

120 plots—40 x 40 feet—are staked out. Each employee pay \$1 per plot per year—but any employee who hasn't planted by the 16th of May forfeits his plot. Garden fees help pay for the fertilizer, while any surplus is deposited in the firm's credit union.

A company-sponsored gardening project can be initiated with a minimum of equipment and expense. Employees can furnish their own hoes, rakes, cultivators, trowels, and other tools. A storage shed should be provided—not only for equipment when not in use, but also for shelter in the event of a sudden storm.

But before a company garden project is undertaken, do a little fact-finding, suggests Mr. Lynaugh.

The recreation director should determine if the project is practical, how many employees might be interested, is adequate land available and suitable for gardening, what about adequate water supply?

Oscar Mayer allows people living in the vicinity of the garden to sign up for a plot—even though they may not be employees.

F. B. Lynaugh (right) and Albert Richards, Oscar Mayer retiree, discuss garden ideas on land ideally located across street from plant.



Harvest time—and Oscar Mayer employees realize the fruits of their labors. 7 acres are gardened; additional land is available for future use.

"We feel this creates good community feeling," explains Mr. Lynaugh. "Moreover, these people give us some protection against vandalism and theft."

Weeds, of course, have always been a challenge. For the gardening enthusiasts who work at Goodyear Tire & Rubber Company's plant in Topeka, Kan., weeds annually represents competition for soil nourishment.

"Because of this condition, we have the garden area plowed in the fall," states Kenneth Jackson, Secretary of the plant's employee activities. "Then in the early spring we disk and harrow the area, and mark it into plots."

Mr. Jackson believes it's best to start an industrial garden-

ing program in a compact area with small plots.

"Then, with more ground earmarked for expansion, enlarge the area as needed," he suggests. "New gardeners should cultivate new plots, because some employees are concerned if they are not sure of retaining the same plot each year. This is especially true of better gardeners who keep plots well-tilled and free of weeds."

Last year, more than 50 employees participated in the garden program. The only cost to the group was that of plowing, disking, and harrowing—which added up to about \$60. Company engineers laid out the area and marked the plots with stakes.

At Olin Mathieson's plant in East Alton, Ill., where the garden program is sponsored by the Westerner Club, competition has been one of the motivating factors behind the company's garden program.

Employees' Activities Supervisor Francis L. Gresham maintains that awards help boost participation, and that they'll do even better if presented at a special banquet.

"As awards for best all-around gardens, our Club furnishes four jackets with the Club's emblem, and a sleeve patch that identifies the garden activity."

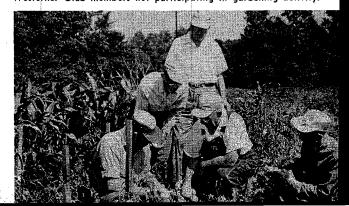
Mr. Gresham also recommends one common gardening location—instead of home plots or several separate sections located in the vicinity of the plant.

"Gardeners like close contact with one another," he says. "It's easier for them to exchange ideas on gardening. And a single location offers the opportunity for better competition."

The company publication is still another way to cultivate interest in gardening. Articles and pictures can do a lot to stimulate interest in a program.

At Olin, as with hundreds of other companies, employees have found that gardening provides a healthful and interesting activity. It not only helps to build good will between employer and employee, but it also provides a source of fellowship among employees and their families.

Olin's judges at work in tomato patch. Judges are selected from Westerner Club members not participating in gardening activity.



RV RECREATION ROUNDUP

NIRA WORKSHOP MEETS

Recreation administrators from five southern states were on hand for the NIRA Region IV Workshop which was held recently at North Carolina State College, Raleigh, N. C.

In the picture (from left to right) are Thomas I. Hines, director of the workshop and head of the recreation and park administration for N. C. State College; Fritz J. Merrell, senior director of region IV and recreation director



tor for Olin Mathieson Chemical Corp., Pisgah Forest, N. C.; and National Industrial Recreation Association President Robert A. Turner of the West Point Mfg. Co., West Point, Ga.

CASTING, ANGLING INSTRUCTION PLANNED FOR INDUSTRY

Human error is responsible for "80 per cent of the fish that get away!

This is the claim of the American Casting Association which recently tied in with the American Fishing Tackle Manufacturers Association at the Chicago Boat Show to promote a Casting Clinic for recreation leaders.

The clinic was initiated and coordinated by Julian Smith, director of the outdoor education project, College of Education, Michigan State University, East Lansing, Mich.

Featuring bait, fly, spinning, and spincasting, the instruction session was a forerunner of a series of clinics that will be set up in the near future to help industrial recreation leaders initiate and administer casting and angling activities in their own programs.

Purpose of the clinics, promoted by AFTMA and the National Industrial Recreation Association, will be to acquaint recreation directors and their employees with successful casting, which, of course, will lead to better fishing and more enjoyment.

In the picture, from left to right, are John Crewdson, ACA instructor; George Sonnenlieter, Chicago Park District; Tom Hackett, Chicago Park District; Lou Binette, Wyman Gordon Co., Walter Brewer, The Peoples Gas Light & Coke Co.; Bill Barbaro, Chicago Park District; and Bill Groetsema, R. R. Donnelley & Sons Co.



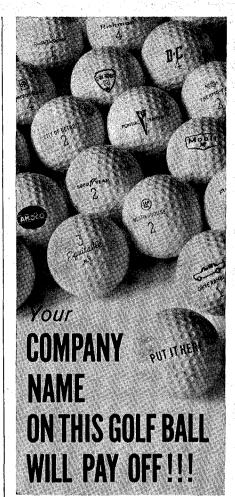
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RV RECREATION ROUNDUP

RECREATION WORKSHOP

Budgeting-financing-planning-promotion—these and many other details are essential to successful industrial recreation programs.

And those who recently attended the Indiana State Industrial Recreation Workshop at Turkey Run State Park Inn, Marshall, Ind., were able to exchange ideas and gain more insight into recreation management.

Following the successful program of the previous year, the Workshop consisted of panel discussions built around the many subjects vital to the field of industrial recreation.

TRENDS IN GOLF

More new golf courses were opened for play in the United States during 1961 than in any other year in history, according to Harry C. Eckhoff, director of the eastern region of the National Golf Foundation.

With the opening of 323 new standard courses and additions during 1961. the nation's total regulation golf play- golf as healthy recreation.

ing facilities reached an all-time high of more than 6200, Mr. Eckhoff points out in his research entitled: Today's Trends In Golf Course Development.

About 87,562,000 rounds of golf were played in 1961—an increase of more than 33 per cent over the rounds estimated to have been played in 1956.

Golf courses increased more than 15 per cent during the five-year periodbut golf players increased more than 23 per cent.

"It is quite evident that there will never be enough golf courses to satisfy the ever-growing demand. We now have about one 18-hole course for every population. An acceptable 28,000 criterion is one for every 20,000 . . . '

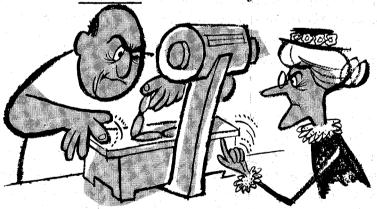
Greatest increase in golfers in the past five years has been among women—an increase of 36 per cent.

"With a higher standard of living and increased earning power, golf is now within the financial reach of many more persons. Here proof is in the rush to the golf courses that takes place around 4 p.m., when offices and plants start letting out."

This shows that an increasing number of employees are looking toward

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R V INDUSTRY ITEMS

RECREATION BUREAU CREATED

A Bureau of Outdoor Recreation has just been established by President Kennedy.

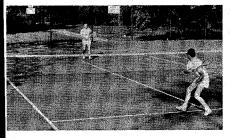
Dr. Edward C. Crafts, assistant chief of the Agriculture Department's Forest Service, will head the bureau. Recommended by a bi-partisan study group, the new agency is being set up within the Department of Interior.

SURFACING MATERIALS

Two resilient surfacing materials which stress safety and comfort might have application to certain activities areas administered by recreation directors.

One of the materials is called Saf-Pla (pix), which was originally introduced for play swings, see-saws, and jungle gyms areas.

Made from "crumb" rubber mixed with asphalt, the surface is said to be



adaptable for use in handball, volleyball, and basketball courts.

The second material is Perma-Track, a tougher surface designed for track and field approaches, indoor gymnasiums, and softball diamonds.

Both materials are manufactured by the U. S. Rubber Reclaiming Co., Buffalo, N. Y. Depending on local conditions, a price of \$.35 to \$.50 per square foot, installed on a suitable base, is quoted by one distributor.

INDUSTRIAL GOLF TOURNAMENT

The 17th annual Mid-West Industrial Golf Championship will be held August 18-19 on the Purdue golf course in Lafayette, Ind.

And for those executives who accompany their teams, a management tournament will be held Saturday, August 18, at 10 a.m. on the course at the Elks Country Club.

As in past years, the tournament will again be run in divisions for both teams and individuals. Using the average scores that applicants submit on their entry blank, the teams will be ranked in order—from the lowest average to the highest.

The top third will be in division I, the middle third in Division II, while the third with the highest averages will tee off in Division III.

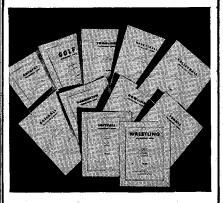
Team trophies will be awarded to the first three places in each division, while the winner of the first division will also be awarded the rotating Sebald Trophy. In addition, the four members of the winning team in each division will receive trophies.

Individual golfers will be assigned to divisions in the same manner. However, any golfer—if he so desires—may play in a division of golfers with lower averages. In each division, prizes will be awarded for the six lowest scores. In addition, a special trophy will be awarded for medalist honors.

Starting time for the tournament will be 6:45 a.m. On Saturday, Aug. 18th, one half of the teams will tee off on the North course; the other half on the South course. Teams will reverse courses on the second day.

For further information, write Ray O. Detrick, executive secretary of the Mid-West Golf Tournament, The Goodyear Tire & Rubber Co., Akron 16, Ohio.

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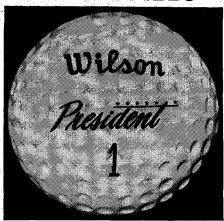
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Openings for nine specialists in research. Marine and freshwater fisheries, shellfish and finfish, aquatic ecology and weeds, wildlife, conservation education. Salary scales range from \$5,040 to \$9,276. National Resources Institute, University of Maryland. Interested persons contact Dr. L. Eugene Cronin, Institute Director, Box 1510, State Office Bldg., Annapolis, Maryland.

POSITIONS WANTED

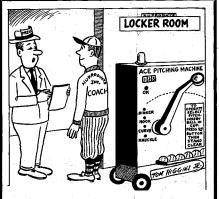
Seeking position as recreation supervisor or physical education director. Presently coaching Little League football. Past experience includes recreation director of athletics for Little League baseball and Pony League baseball and basketball. Also worked scout camp as section leader two summers. B.S. degree recreation. Age 28. Married, 2 children. Preferred location southeast U. S. Acceptable minimum salary \$5,500.

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Student anxious to fill position in recreation department or as sports coordinator in industry. College degree in physical education. Married. One child. Available June 1962. Box #46—RECREATION MANAGEMENT

Seeking position with industrial organization in recreation management. New York City area preferred. Acceptable salary \$6,000. Available April, 1962. Degree in recreation management. Married, one child. Box #47—RECREATION MANAGEMENT

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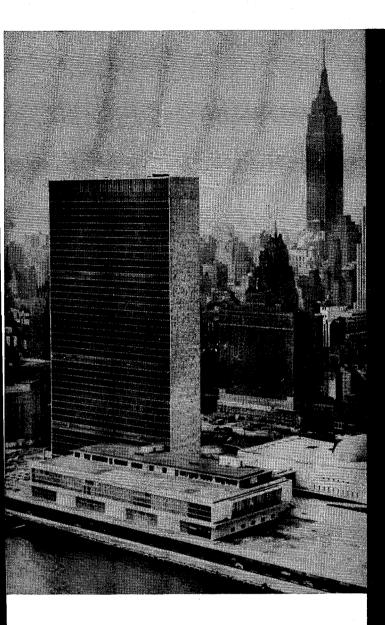
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Room rates at the headquarters Hotel Commodore run from \$7-\$15 single and \$12-\$18 double. 500 rooms are air-conditioned, most with TV.

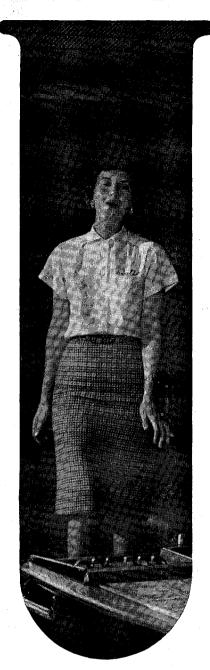
Wives program will feature special sight-seeing tours, fashion show, luncheons and other interesting activities as well as the events on the regular conference program. Registration fee: \$20.

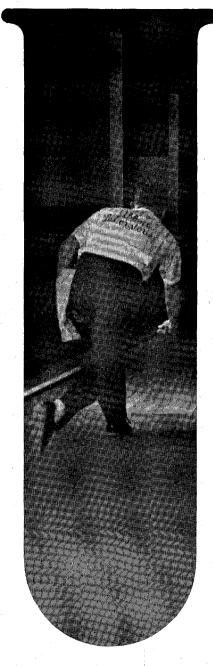
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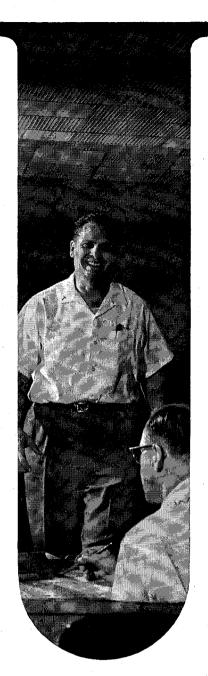
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of the least expensive company-sponsored sports. Let bowling build teamwork for *you!* For more information on how to organize bowling league activity in your company, write the Brunswick Corporation, Recreation Dept. 44, 623 S. Wabash Avenue, Chicago 5, Ill.







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MAY 1962

Volume 5, Number 5

The giant gear used to dramatically illustrate the new Certified Industrial Recreation Administrator program is manufactured by Hamilton Gear & Machine Company, of Toronto, Canada. The gear weighs 34,000 lbs.



REATION IN BUSINESS AND INDUST

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FEATURES

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- RECREATION ROUNDUP
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Crtifi -d

Industrial

Recreation

Administrator

A milestone in the history of industrial recreation is about to be marked. The profession will take on even more status and prestige when the first Certified Industrial Recreation Administrators are announced at the NIRA Conference.

Recreation history will be made Monday, June 18, at a special luncheon during NIRA's 21st Conference & Exhibit at the Hotel Commodore in New York City.

For the first time, recreation directors will be recognized on a national basis as professionals, with the right to use the coveted "C.I.R.A." designation after their name.

THOROUGH RESEARCH

Two years of careful and deliberate planning will culminate in the announcement of the successful applicants from the ranks of industry as Certified Industrial Recreation Administrators.

The National Industrial Recreation Association's long-awaited, voluntary certification program was first announced in the summer of 1961, following Board approval. Since that time, applications with supporting evidence of professionalism have been filed with NIRA for careful processing and screening by a special committee.

Similar in intent to certifications for architects, accountants and other professions, NIRA's program plans that those who meet its prescribed standards are professionally qualified—by training and experience—to conduct and administer industrial recreation programs.

QUALIFICATIONS

Since NIRA memberships are held by companies, not individuals, the CIRA program also serves to identify those persons working in industrial recreation and to recognize their personal efforts and achievements.

To qualify for certification under the CIRA program, an applicant must meet one of the following experience-training standards:

- Five year's experience as a recreation administrator or supervisor, with a minimum of one year in industrial recreation, or—
- One year's experience in industrial recreation and a baccalaureate degree in recreation, or—
- Two year's experience in industrial recreation and a baccalaureate degree in a related field, or—
- Three year's experience in industrial recreation and a baccalaureate degree.

HIGH STANDARDS

All applicants who meet one of these requirements, plus high standards of character, will be screened by the Certification Committee without further examination until Jan. 4, 1964. After the 1964 date, however, an applicant must also pass an appropriate examination to qualify for his certificate.

Applicants need not be employed by a NIRA member company. This provision was approved because company membership has no bearing on an individual's proven ability to administer industrial recreation programs.

The potential value of CIRA is farreaching. Most important, the plan is the only formal effort which encourages, measures, and recognizes the high standards of service and professional responsibility of recreation leaders serving business and industry. Thus, CIRA will contribute greatly to raising the level of industrial recreation management.

OBJECTIVES

This goal will be reached through the following specific objectives of the plan:

- To encourage better professional recreation management.
- To make available to industrial recreation administrators, on a voluntary basis, a procedure for recognition of personal achievement.
- To raise job requirements, and status, of recreation administrators.
- To interest capable persons in entering the profession.
- To give all qualified recreation leaders identity in the profession, and a voice in its affairs.

This last point has been advocated by many recreation administrators who, by nature of NIRA's organization, are not entitled to a vote, or to hold NIRA office. Even the person named as the NIRA member company representative is literally and in practice a "company representative" and does not participate or belong to NIRA as an individual.

Endorsement of the merits of the CIRA program is supported by the large number of applications submitted to NIRA headquarters.

ADMINISTRATION

The Certification Committee consists of a NIRA past-president, serving as chairman, and two other members appointed by the President of the Association. The NIRA Executive Secretary serves as a non-voting member of the committee and maintains all CIRA records.

Completed applications must be submitted with the \$10 filing fee which will be refunded if the applicant is not accepted. The annual renewal fee is \$5 Fees collected will be included in a separate itemization in the NIRA an nual report.

Application forms and rules may be obtained from NIRA, 203 N. Wabash Ave., Chicago 1, Ill.

The certification plan, developed by a special committee, was approved las summer by the NIRA Board of Directors. Headed by Martha Daniell, Nationwide Insurance, the committee in cluded Verne Vaught, Continental Stee Corp., Fred Canaday, General Motor Corp., George Bennett, Air Reduction Co., and Chet Pellegrin, The Detroit Edison Co.

Let your Wilson Sporting Goods dealer help you pick golf's greatest prizes

Sure success for your company-sponsored golf events

Everybody wants to play—and win—when your prize lineup is America's first line of golf equipment. Whether you're planning a one-day outing or a season of league play, check with your Wilson sporting goods dealer for Wilson clubs, balls, and the full range of accessories. Here are three prize ideas which feature famous Wilson quality and are endorsed by these famed members of the Wilson Advisory Staff.



Sam Snead picks these prize awards to fit a \$2,000* budget

- 4 sets each of Sam Snead woods, irons, Wilson golf bag, cart, and dozen Snead golf balls
- 4 sets Arnold Palmer woods and irons
- 4 sets Sam Snead woods
- 4 sets Arnold Palmer irons
- 4 Wilson quality golf bags and carts
- 4 Wilson golf bags
- 4 Wilson golf umbrellas
- 32 dozen Sam Snead golf balls



Arnold Palmer picks these prize awards to fit a \$500* budget

- Set of Arnold Palmer woods and irons
- Set of Arnold Palmer woods
- Set of Arnold Palmer irons
- · Wilson quality golf bag
- Wilson golf cart
- · Wilson golf umbrella
- Sandy Andy wedge
- Arnold Palmer putter
- 2 dozen Sam Snead golf balls



Patty Berg picks these prize awards to fit a \$150* budget

- Set of Sam Snead or Patty Berg woods
- Wilson quality golf bag
- Wilson golf cart
- Wilson golf umbrella
- 1 dozen Sam Snead or Patty Berg golf balls

*Subject to variation depending upon models selected

Select Wilson for all athletic equipment.

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NO POSTAGE CHARGE ON CASH ORDERS **OVER 50.00** 25.01 to 50.00 add 1.00

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) Illinois Residents Add 4% Sales Tax I enclose check, including postage as indicated in chart above.
Send Discount Golf Catalog—FREE.
NAME
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MONEY-BACK GUARANTEE

RM RECREATION ROUNDUP

GOOD TRAVEL NEWS

Here's good news on the new transatlantic fares (see "Fly Now For Less," R/M, April '62, page 16).

The Civil Aeronautics Board has approved a one-year trial period of the reduced fare for groups of 25 persons or

Amounting to a 33 per cent discount under individual economy-class prices, the fares—already in effect—would have been terminated May 31.

Stating its case for extension of the fare reduction, the CAB maintained that the discount would attract thousands of new passengers.

PRO FOOTBALL HALL OF FAME

Earl Schreiber of Timken Roller Bearing Co., Canton, O., reports that Professional Football's Hall of Fame is "over the top" in its \$350,000 fund

The Company's gift of \$100,000 at a special "On to Victory" dinner brought the total to \$386,000.

A permanent Hall of Fame organization is being established to direct building operations in Canton, Plans are being completed for the first exhibition game to be played in Canton's Fawcett Stadium, Saturday, August 11, between the New York Giants and the St. Louis Cardinals.

VACATION-THE RIGHT WAY!

Take at least two weeks for your vacation-and don't settle for less!

That's the advice of Dr. C. Anthony D'Alonzo, medical director for E. I. du Pont de Nemours & Co. In the April issue of Nation's Business. D'Alonzo recommends one long vacation (as opposed to two or more shorter ones), and get completely away from the job, house, and telephone.

The worst thing you can do from health standpoint, counsels Dr. D'Alonzo, is to take one or two days at a time. One-week vacations also are usually a waste of time, adds the doctor. Considering it takes about two days to unwind from job pressures, and adding travel time to and from your vacation site, little time is left for relaxation in a one-week vacation.

SHAVE PINS—SAVE CUSTOMERS

The Minneapolis, Minn., branch of the Chase Brass & Copper Co. formed a bowling team earlier in the season to represent the firm in a local plumbing and heating league.

Representing the team are such capable bowlers as Bob Anderson, Sheldon Fewer, Joe Gately, Paul Perkins, Carl Peterson, Arlo Madsen, and Ed Frith.

At last report, however, the team was not doing too well. In fact, it's said that it is not uncommon for the team to get trimmed by a 100 pins or so!

Shaving points? Not likely.

Can the Chase bowling team be that bad? All depends upon how you look at it.

You see, other teams in the league are sponsored by such firms as Burman Co., Central Supply, A. Y. McDonald Mfg., and Robert Hamilton Co.—all present or prospective Chase customers!

PRESIDENT NAMES DR. CRAFTS

Dr. Edward C. Crafts (pix), assistant chief of the forest service of the U.S. Department of Agriculture, has been



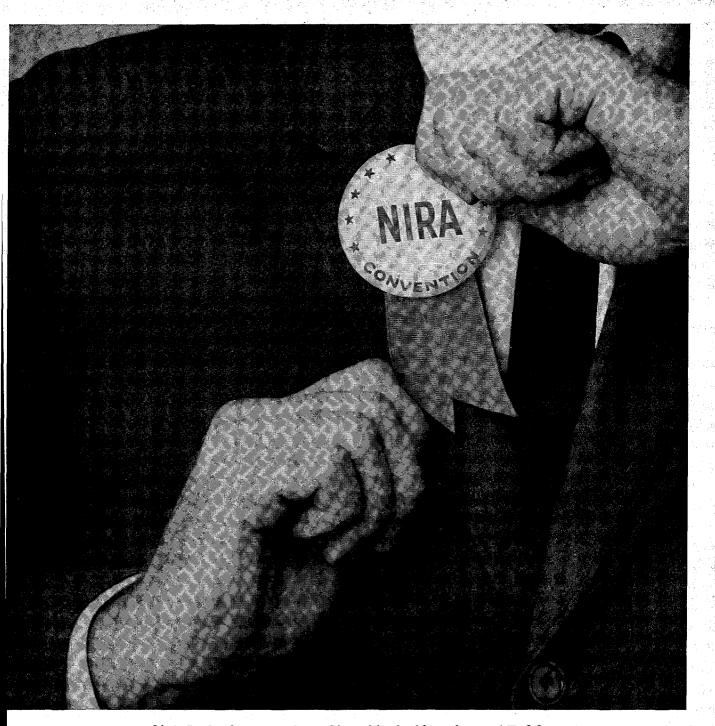
appointed director of the newly estab lished Bureau of Outdoor Recreation.

The bureau was recently established by order of secretary of the interio Stewart L. Udall, who was carrying ou President Kennedy's instructions t streamline the federal outdoor recrea tion programs.

President Kennedy, meanwhile ha called for legislation to establish a program of matching grants for the de velopment of state plans for outdoo recreation.

JOHN J. SOLON DIES

John J. Solon, 54, superintendent of en ployee relations, Peoples Gas Light Coke Co., has passed away. Mr. Solo became affiliated with the Chicago fire in 1925, when he was employed as mimeograph operator.



N. I. R. A. Convention, New York City, June 17-20

Fly TWA all the way to the convention!

TWA offers you one-airline service to New York from 69 cities throughout the U.S. For example, TWA jets fly non-stop to New York from San Francisco, Los Angeles, Kansas City, St. Louis, Indianapolis, Chicago, Pittsburgh, and many others. Choose luxurious First Class or comfortable

Coach accommodations at thrifty fares. Either way, you'll enjoy service that's famous the world over, and you'll arrive rested, relaxed, and ready for your convention. (If you prefer: fly now and pay later.) Make your reservations now—call your travel agent or nearest TWA office today.





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(Mi	nimum quantity 50 dozen)
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Title	
Сотралу	
Address	<u>.,</u>
City	ZoneState

RV RECREATION ROUNDUP

AEROJET SINGS

A group of employees at Aerojet-General are enjoying increasing popularity with their "Sing-A-Long" activity in Sacramento, Calif.

Accompanied by piano, guitars, and banjo, the sing-for-fun group started with around 30 vocalists. Now others from the firm's recreation center are joining in with the fun.

Currently meeting on Thursday evenings, the singers may start performing at Aerojet's Sunday movie program.

According to G. D. McCormick, sports coordinator, the group is not creating "polished" singers. Nothing more than enjoyable "vocal chord exercises" are attempted.

OFFERS GROUP RATES

Hotel Commodore, NIRA's 21st Conference headquarters in New York City, offers special group rates to industrial tours of 20 or more persons. Single rooms start at \$7, and rooms for four persons are \$3.75 for students and \$4.25 for adults.

MANAGERS GET BOWLING TIPS

Two Chicago area village managers recently turned out for a bowling lesson from Charles Hall, American Junior Bowling Congress executive director.

In the picture, Mr. Hall (right), consultant on the Athletic Institute's bowl-



ing film, offers tips to Robert Eppley, village manager of Lombard, Ill., and Mary Lou Sabatello, village manager of Maywood, Ill.

LONGER VACATIONS

A trend in contract negotiations is toward longer vacations and more holidays rather than shorter work weeks, states Peter Henle, assistant commissioner of the Labor Department's Bureau of Labor Statistics in the March issue of Business Week.

Mr. Henle cites a preference for more complete days off during the year ... over small reductions in the amount of time spent on the job each working day.

A BLS study of "fringes" in labor contracts over the past 20 years shows that the average full-time worker in 1960 had 155 more hours of paid leisure than an employee had in 1940. Of that total, 48 hours resulted from six days of paid vacation and 32 from four more days of paid holidays.

CRIBBAGE TOURNAMENT

Seventy-eight card-playing enthusiasts turned out recently for the 1st Annual Cribbage Tournament co-sponsored by the Greater Twin Cities Industrial Recreation Council and the Activities Committee of Motec Industries.

Merchandise prizes were awarded to the first 17 places in the tournament. In addition, there were awards to the three low finishers. Door prizes were handed out to four players. Entry fee was \$1.

In attendance were employees and recreation leaders from Ford Motor Co. General Mills, Minneapolis Gas Co. Minneapolis Star Tribune, Motec, So. Line, Univac, and Whirlpool.

The tournament was held at Bursch Cafe in Hopkins, Minn. Because of it success, the tournament probably wil be held again next year, as well as othe inter-company activities.

CAMPING THROUGH EUROPE

A new approach to European travel habeen worked out by TWA with the ar nouncement of a special 30-day camp site tour for as low as \$1300 for twand \$1500 for four.

Upon landing in London, camper pick up a rent-a-car with full came equipment. Regular routes throug scenic Europe are mapped out an with the "Caravan" trailer parents can include their children on this once-inlifetime adventure.

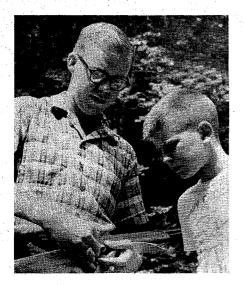
Camping friendship tours can also lead worked out for school and collegroups wishing to take advantage this low rate.

LEE PRICE, JR. PASSES AWAY

Lee Price, Jr., vice president in chargof personnel at The Coca-Cola Corpany, Atlanta, Ga., recently passe away. He was 44.

A former president of the U. S. Ju ior Chamber of Commerce, Mr. Pri joined Coca-Cola in 1951. He was givexecutive responsibility for person relations in 1956.





School soon will be out, and that means it's almost camp time. Once again hundreds of thousands of boys and girls will enjoy the many benefits that summer camping offers them. And many of these youngsters will be at camps operated by their dad's employer.

Summer Camps Stress Youth Fitness

Children's camps probably offer almost as many benefits to parents as they do to kids.

Once the youngsters are off to camp, it means that mother and dad have a chance to relax a bit, and catch up on chores.

But to young people, summer camps offer more than just a place to go and have fun for two weeks. Camping places emphasis on something that's vitally important to the future health of our country—the mental and physical fitness of American youth.

Across the country, there are many firms that offer day camping programs. Some firms have gone even further. They own and operate full-time summer camps for children of their employees.

Olin Mathieson Chemical Corp., Pisgah Forest, N. C.; Champion Papers Inc., Hamilton, O.; and Ethyl Corporation of Baton Rouge, La., operate successful summer camps. And certainly several of the finest summer camps are located in the West Virginia mountains. Here, Eastern Gas & Fuel Recreation Camps were started in 1935, while Union Carbide Chemicals Company has had three camps in operation for more than 15 years in this scenic country.

Eastern Gas & Fuel established its camps for the children of employees of its coal and stores divisions.

20,000 CHILDREN

In the beginning, all campsites were rented near operations. Then, in 1940, Camps "Thomas E. Lightfoot" and "Wyndal" were established on 83 acres of plateau land near Hinton, W. Va.

In addition to staff members, these facilities now accommodate 210 children. In 26 years of operation, more than 20,000 children have attended camp. Under the direction of Virgil "Bucket" Beckett since 1943, the program provides for the development of the individual camper, while offering group participation, and creative outdoor experiences.

In another part of West Virginia's rolling country, near Charleston, children of Union Carbide employees have enjoyed regular summer camping since 1946.

Open to boys and girls 8 to 14 years old, the firm's three camps offer an opportunity for the youngsters to participate in two weeks of wholesome, leisure-time activities under the guidance of trained leaders.

When kids go to camp, they want to have fun. And they deserve to. But there's more to camping than just having a good time.

ENJOYMENT MOST IMPORTANT

According to Union Carbide officials, enjoyment is the most important reason for attending camp, where adventure lies ahead. Here the camper meets old friends, plays with new ones, and crowds a summer-full of wonderful experiences into 14 days.

But Union Carbide's camps also place emphasis on two other points:

1) Teaching new skills. Camping offers youngsters the time to learn

Horseback riding is always a favorite activity at every camp, with girls as well as with boys. Supervised overnight pack trips build self-reliance.



about—and work with—new tools. Camping acquaints young people with new interests and activities. Campers are encouraged to work together, and play together as a team.

Emphasis is placed upon developing patience and tolerance, self-reliance, personal hygiene, competing in sports, and engaging in many other activities.

2) Environment for learning. Camp represents a community of young people under the guidance of a well-trained staff. Here a child eats, sleeps, works, talks, and plays for 24 hours a day—seven days a week—with scarcely any outside influence to distract him.

TACTFUL SUPERVISION

Participation is voluntary. Stern demands are replaced by tactful supervision, which encourages the young people to enter spontaneously and wholeheartedly into camping activities.

Of Union Carbide's three summer camps, the largest is known as Cliffside. Here, facilities are used six weeks by boys, and six weeks by girls. Ages range from 8 through 11.

The sound of the early morning bugle heralds each day of new adventure. After breakfast and early morning chores, campers head for their favorite activities.

Some will hurry to the rifle range, where they receive expert instruction on the safety of firearms and learn to shoot a .22 rifle. Like the other two camps, Cliffside is a member of the National Rifle Association and comblies with all rules of safety with firearms. Instructors have been certified by N.R.A.

Other campers may start their day's recreational activities with a refresh-

ing swim under the watchful eye of Red Cross instructors. During swim time, young people not only improve their swimming ability, but they also learn the basic fundamentals of water safety.

THE OLD WEST

Field activities at Cliffside are varied and exciting. In addition to good healthy "cabin living," each day is filled with boating, nature hikes, handicraft classes, and dozens of other activities.

Each evening is filled with exciting programs which range from Gypsy parties, to Talent Night or the Camp Carnival. Colorful campfire pageantries are performed before a huge Indian Thunderbird. Here glorious tales of the old West unfold. There's even one day set aside when every youngster in camp puts on war paint and Indian feathers to dance and play as the Indians did many moons ago.

Union Carbide's two other camps are named Camelot—a boys' camp—and Carlisle, which is attended by girls. Nestled amid towering hemlock and abundant rhododendron in the mountainous Blue Creek region of West Virginia, these camps are attended by youngsters in the 12-14 age group.

KING ARTHUR'S COURT

At Camelot, the camp theme is built around the Knights of the Round Table in King Arthur's Court. Campers live in the "wings of a castle," and the horseback riding area also carries the camp theme.

Carlisle retains a similar theme, but with the accent on the feminine—the Ladies Elaine and Guinevere. Of course, there's also accent on horsemanship, as well as good manners and good fun.

On overnight horseback trips, careful planning is required. There are many things that must be considered—how much drinking water and food must be carried, what kind of clothing should be worn. With the help of counselors, all problems are resolved before departure.

Located only one-half mile apart, the camps integrate their programs whenever possible. Behind this is the idea that since children continuously play together, attend school and church together, they should participate together in their many wonderful summer camp activities.

COMPETITION

Throughout the week, the boys and girls are often competing against each other on the rifle range, softball diamond, or tennis court. And one of the big events comes Saturday evening, when a square dance is held for the campers of Camelot and Carlisle.

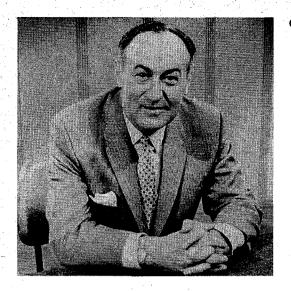
To all young people, camp is many things. To the boys, it may be sports, or exploring, that they like best. With the girls, perhaps the first thing they tell their parents about is the overnight horseback trips.

To all, certainly, camp means the hearty outdoors and healthful food. It adds up to two weeks of worthwhile enjoyment for young people.

And for mom and dad—and for his employer—there are dividends, too. Children represent investments that must grow. And camping—with its emphasis on mental and physical fitness of youth—helps children grow in many ways.

An exciting day for the boys at Union Carbide's Camp Camelot. All those in camp dress themselves in Indian fashion with war paint and feathers.





The famous authority on bridge, shown to the left, is one of many special attractions scheduled for the 21st Annual Conference & Exhibit which will be held June 17-20 in New York City. At the same time, the Conference will be rich in panel sessions, seminars, and forums, where recreation administrators will find a wealth of information they can use to further improve their programs. Equally important, the Conference offers a chance to meet with friends and to exchange ideas.

Your NIRA Conference—The Best Ever!

From all indications, the 21st Annual Conference & Exhibit is going to be one of the finest ever held.

Advance registrations indicate that hundreds of recreation administrators from the United States and Canada, are planning to attend.

At the same time, the finishing touches are being put to an outstanding program of panels, seminars, and forums. Glittering special attractions have been lined up. And recreation adminis-

Headquarters for the Conference & Exhibit, the Hotel Commodore is conveniently located at 42nd St. & Lexington Ave. 500 rooms are airconditioned, and most of them offer television.



trators will have a chance to win a variety of door prizes, including a South American cruise.

Pre-conference meetings will start Friday, June 15, with the National Industrial Recreation Research and Educational Foundation, and the Certified Industrial Recreation Administrator committees convening. Saturday, the NIRA Board of Directors will meet, and in the evening will join NIRA State Chairmen in a review of the year's activities.

Official registration will get underway at noon on Sunday, June 17, along with opening of the exhibit hall. At 2 p.m., the first general session will feature a "royal" welcome to New York by Mr. Royal Ryan, Director of the New York Convention and Visitors Bureau. There will also be an address on

Lillian Briggs, one of the country's most popular entertainers, will highlight floor show.



"Industry's Role in the National Fitness Program."

Eight Idea Round Tables will be in session Sunday afternoon covering topics of "Recreation for Executives," "Civil Defense," "Rod and Gun Clubs," "Libraries," "Camera Clubs," "Adult Education and Training," "City Recreation Councils," and "Company Picnics."

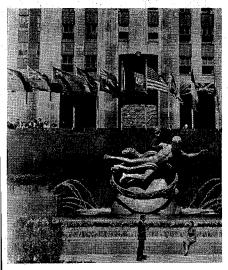
In the evening, exhibitors will join the delegates at a special "Festival of Nations" reception and dance, co-hosted by Trans World Airlines.

A second general session will open the program on Monday at 9 a.m. Two timely topics are offered: "Employee Travel Clubs and the New Regulations," and the renowned Charles Goren on "How to Run Company Bridge Tournaments."

In a departure from previous years, the NIRA Awards Luncheon will be on Monday. The first Certified Industrial Recreation Administrators will be announced. Then, winners of the third annual Helms Athletic Foundation Awards will be honored for their outstanding industrial recreation programs.

In the afternoon, three concurrent seminars will be offered, then repeated with different panelists, to enable delegates to cover at least two of three topics: "Pros and Cons of Boys Basebal and Junior Bowling," "Recreation Administration for Companies with under 1,000 Employees," and "Multiple Plan Programs." This last seminar cover domestic and foreign activities.

Eight new board members will be elected at regional meetings late in th



Rockefeller Center, a sightseeing attraction. Adjacent to fountain area is outdoor cafe.

afternoon. Monday evening is open.

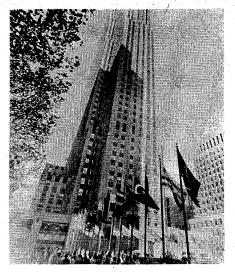
Tuesday, the "double shift" panels will again be offered. These will cover such valuable topics as "Casting and Senior Bowling," "Retiree Activities," and "Problems in Advanced Administration."

Tuesday noon is open for regional luncheons, to be followed by a third general session featuring eight NIRA past presidents in a stimulating question-and-answer "Kollege of Knowledge" session.

Tuesday evening is open.

In addition to the daily drawings, Wednesday morning still start off with a door prize jamboree in the exhibit hall. Top prizes will be drawn every 15 minutes. At 10 a.m., following the closing of the exhibit hall, two of the nation's leading business executives will predict the "Future of Recreation in Industry."

Dr. Kenneth McFarland, GMC consultant and one of the country's fore-



The majestic RCA Building in Rockefeller Center towers 70 stories above the Lower Plaza.

most speakers, will headline the Wednesday luncheon.

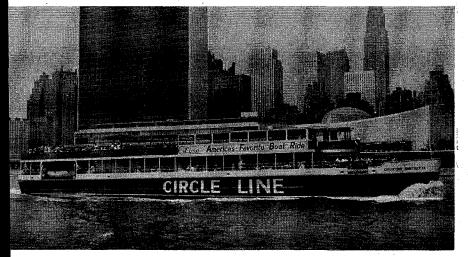
The annual business meeting and election of officers of the Association will occupy delegates Wednesday afternoon, with the gala banquet and floor show that evening. Headliners include Lillian Briggs, Black and Nolen, and other talented acts with wide appeal.

Preceding a late check-out Thursday, June 21, conferees will tour the United Nations, and also go aboard the W. R. Grace Lines Caribbean cruiseliner, Santa Rosa, at Pier 57.

A special Wives Program includes a Rockefeller Center tour, NBC show, "Play Your Hunch," Luncheon and Style Show at Stern's department store, and sightseeing tour, in addition to the Reception, and Banquet and Floor Show.

For recreation administrators, and for their wives, the NIRA Conference & Exhibit promises to be both valuable and exciting.

What better way to relax and enjoy a bit of New York scenery than to enjoy a boat ride aboard this sightseeing ship. It's a sidelight of the Conference that delegates might consider.



Exhibitors (To Date) NIRA Conference & Exhibit

Adirondack Bats, Inc. **American Bowling Congress** Automatic Canteen Co. Boin Arts & Crafts Co. Boy Scouts of America, Nat'l Council J. H. Cargill, Inc. Champion Knitwear Co. Coca-Cola Co. Conelle Distributing Corp. Consumers Automatic Vendina, Inc. J. deBeer & Son **Dudley Sports Co.** Encyclopaedia Britannica Everlast Sporting Goods Mfg. Co. Game-Time, Inc. Golden Awards Harrison, Brauer, Rippel Hillerich & Bradsby Co. Jayfro Athletic Supply Co. **Jewel Creations** King Louie Bowling Apparel MacGregor Co. Mexico Forge, Inc. Minnesota Mining & Mfg. Co. Moffett & Klein Corp. Nat'l Association of Amusement Parks, Pools, & Beaches Nat'l Bowling Council Nat'l Rifle Association N. Y. Convention & Visitors Bureau Penn Emblem Co. Pepsi-Cola Co. Rawlings Sporting Goods Co. Saunders Mfg. & Novelty Co. Saxony Uniforms Seven-Up Co. Shakespeare Co. Sico Manufacturing Co., Inc. A. G. Spalding & Bros. Sportsmaster Corp. Sportsmen's Service Bureau Swiss Melody Corp. S & S Arts & Crafts Tandy Leather Co. Trans World Airlines, Inc. Wilson Sporting Goods Co. Wittek Golf Range Supply Co.

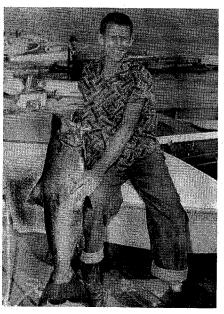
Worthington Golf Inc.

Recreation directors can qualify for merchandise awards

Manitou Trip Lures Fishing Contest Winner

A week-end, expense-paid fishing vacation at North Manitou Island, Michigan, will go to the winner of the 5th annual national postal fishing contest.

In addition, there will also be valuable merchandise awards for the



John B. Lee (above), of The Boeing Co., found good fishing last year with 28 lb. salmon. Below, pro Ben Hardesty, 6-time U.S. Bait & Fly Casting champion, with big, brown trout.

recreation directors who are most successful in promoting the contest to their company's employees.

To help make this year's competition better than ever before, the American Fishing Tackle Manufacturers Association has joined NIRA as co-sponsor.

At the same time, a number of revisions in contest rules have been made to create more opportunity for more fishermen:

- The contest will run only for the months of June, July and August.
- Eligible species have been increased to ten fresh water, and nine salt water.

Fresh Water: Trout, Salmon, Black Bass—Largemouth and Smallmouth, Northern Pike, Muskie, Walleye, Bluegill, Crappie and Perch.

Salt Water: Seatrout (Weakfish), Flounder, Bluefish, Striped Bass, Bonito, Yellowtail, Sailfish, Tarpon, and Dolphin.

- Monthly merchandise awards will be given to the best three entries in June, July and August—with midnight of the fifteenth of the following month the deadline for entries. Entry forms are being sent to member company representatives this month.
 - The grand national industrial fish-

ing champion will be selected September 16, 1962, and will be awarded an expense-paid fishing trip to fabulous North Manitou Island in Lake Michigan (in October) as guest of the Manitou Island Association.

- As added incentive, a rod and reel will be given to the company recreation director in both the fresh water and salt water divisions who sends in the highest percentage of entries, based on the number of employees in his company.
- The best entry of the year in each specie will receive a merchandise award, honoring the national industrial "Fisherman-Of-The-Year" in that specie.
- The three monthly, the 20 specie, and three national winners will be selected on a point system, based on the current world records as carried by Field and Stream for fresh water, and International Game Fish Association for salt water.

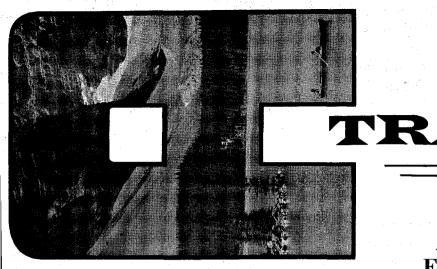
The system is as follows: The current world's record for each specie will be equal to 1,000 points. Entries would be judged on weight in relation to a perfect score of 1,000 points.

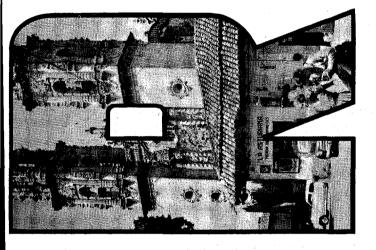
For example: If the record for the smallmouth bass is 14 lbs., 15 oz. it would weight 239 oz.; if the entry is 6 lbs., 4 oz., it would weight 100 oz. Thus, in relation to a perfect score of 1,000, this entry would be worth 418.41 points, or 1,000 divided by 239.

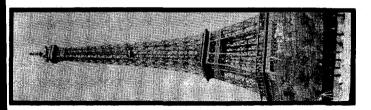
- All entries must be accompanied by a photo of the catch and/or fisherman and certified by the company activities manager or fishing club president.
- The entry fee of \$1.00 has been dropped this year. There is no fee.

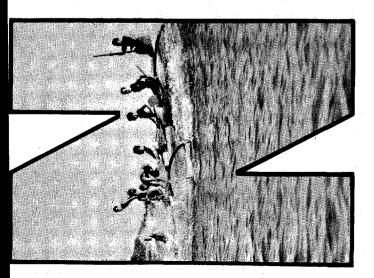


	WORLD	RECORDS	
Fresh Water		Yellow Perch	4 lbs. 3 oz.
Brook Trout	14 lbs. 8 oz.	White Perch	4 lbs. 12 oz.
Brown Trout	39 lbs. 8 oz.		
Rainbow Trout	37 lbs.	Salt Water	
Lake Trout	63 lbs. 2 oz.	Weakfish	17 lbs. 8 oz.
Atlantic Salmon	79 lbs. 2 oz.	Spotted Weakfish	15 lbs. 3 oz.
Chinook	92 lbs.	Flounder	21 lbs. 4 oz.
Landlocked Salmon	22 lbs. 8 oz.	Bluefish	24 lbs. 3 oz.
Northern Pike	49 lbs. 2 oz.	Striped Bass	73 lbs.
Largemouth Black Bass	22 lbs. 4 oz.	Bonito	39 lbs. 15 oz.
Smallmouth Black Bass	11 lbs. 15 oz.	Yellowtail	111 lbs.
Muskie	69 lbs. 15 oz.	Atlantic Sailfish	141 lbs. 1 oz.
Walleye	25 lbs.	Pacific Sailfish	221 lbs.
Bluegill	4 lbs. 12 oz.	Tarpon	283 lbs.
Crappie	5 lbs. 3 oz.	Dolphin	76 lbs.









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Ready to assist you in every possible way as you plan your next group travel tour for your employees. For your benefit, NIRA's Travel Council has gathered valuable information, and prepared a number of aids to make travel planning easier.

TRAVEL CLUB AIDS

Consultation service, travel meeting programs, films, speakers, entertainment, promotion.

TRAVEL CHECKLISTS

Essential for successful flight or land tours. Instrumental in evaluating bids.

LET'S TALK TRAVEL

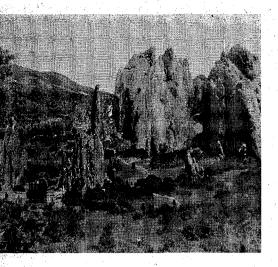
Outlines wisest procedures for planning tours. Tells how to form a travel club, includes model travel club constitution.

TOUR BID FORMS

Provides a convenient method to obtain bids on proposed tours. Filled out by you, it's handled by your Travel Council.

Your Travel Council consists of experienced, travel-wise carriers, tour operators, hotels, and resorts. For valuable assistance in programming your next travel tour, clip the coupon below and send it to the Travel Council.

Chicago 1, Illi Gentlemen: Please send m	e your latest inforn	nation
	s, tours, regulations.	
Name		
Title		<u> </u>



Trav-J Clubs See The World

In 1957, the National Industrial Recreation Association formed a Travel Council of leading carriers, tour operators, resorts and hotels. Purpose: to assist recreation directors in the development of their travel programs. The following report on the 1962 season shows how travel has become accepted as a recreation activity.

General Electric Co., Cincinnati, O. One of the first recreation industry movements by World Wide Travel Agency of the American Automobile Assn., is Dan Zieverink's two-week Hawaiian trip leaving July 21. 96 reservations for one plane have been sold to date, with good prospect of filling a second plane by departure time.

IBM Corp., Sands Point and Yorktown Heights, N. Y. locations, combining on fifth charter to Europe, departing August 28. The \$214.95 round-trip fare to Paris is first class. Children less than two years old ride free.

Dayton, Ohio, Industrial Recreation Association is sponsoring two tours to Hawaii for member companies. Included are two full days at the Seattle World's Fair. Departures are July 15 and August 5, with nine days at the Waikiki International hotel in Hawaii. The two-week trip will cost \$623.30, including tax.

Tennessee Eastman Co., Kingsport, Tenn. Camera and Hiking Clubs will leave July 20 for a 21-day

trip into the Canadian Rockies.

Motorola, Inc., Chicago, Ill. A special 15-day train tour for Motorolans will leave Chicago June 30 with the Seattle World's Fair as their destination. Enroute they will enjoy an 85-mile motor tour of Glacier National Park, and stops at Victoria, Baniff, Lake Louise and Vancouver—all for the price of \$399.53.

Hughes Aircraft Employees Assn., El Segundo, Calif. Eleven spring, summer and fall tours offered to Hughes employees are typical of the growing popularity of travel as a part of industrial recreation. Here's their 1962 trip schedule: Apr. 6-8, San Simeon; Apr. 13-15, Las Vegas; May 12-June 3, South America; May 17-June 7, Europe; June 30-July 14, Hawaii; July 14-21, Seattle World's Fair; Aug. 18-24, Seattle World's Fair; Aug. 25-Sept. 8, Hawaii; Oct. 19-21, Las Vegas; Nov. 2-25, Orient, and Nov. 10-19, Mexico.

General Electric Co., Cleveland, O. Hap Aitken, Chairman of the NIRA Travel Committee, has a 140-seat Jet lined up for his July 6-27 employees' flight to London. Price from New York is \$657.

The B. F. Goodrich Co., Akron, O. C. A. Mears, BFG recreation director, has a 132-passenger jet booked for June 17 departure to Paris. Once in Europe, a Scandinavian and a Central Europe tour will be offered. Cost of the first is \$699; the latter, \$689.

U. S. Dept. of Agriculture, Welfare Assn., Washington, D. C. May 6-11, Bermuda; in June tours to Scandinavian countries and Seattle World's Fair.

Teletype Corp., Chicago, III. Teletype Club secretary George Kalmus has a Hawaiian tour scheduled during the plant summer shut-down. Tour includes a two-day stop in San Francisco, nine days in Hawaii, and three days in Los Angeles and Hollywood on the return trip.

Lockheed Aviation Corp., Burbank, Calif. Five Lockheed Employee Recreation Club tours are scheduled for 1962 starting with a seven-day fishing trip to La Paz, Baja California for \$235. Also six days to Seattle World's Fair, Aug. 11 for \$250; 10 days, Seattle World's Fair, Aug. 18 for \$265; twenty-one days to the Orient Nov. 17 for \$1,125 and 21 days to Europe, Sept. 14 for \$995. The Orient and European trips are by jet.

Labatt Brewing Co., London, Ontario. A summer or fall trip to England is in the offing for Labatt employees, \$250, Toronto to London, through the Labatt Employees Recreation Assn., Lee Harrower, president.

Ford Motor Co. ERA, Dearborn, Mich. has a "Journey to Paradise' Hawaiian flight May 12-26, with a \$745 price tag which includes jet fare

Republic Aviation Corp., Farm

Employee and wife on company travel tour of Jamaica enjoy a serenade on the beach.



ingdale, N. Y. 1962 summer travel program includes a 13-day Caribbean cruise, two-week trips to Europe, Hawaii and Mexico, and a one-week trip to Nassau.

Thompson Ramo Wooldridge, Inc., Cleveland, O. has scheduled a 26-day tour of Europe which will leave Cleveland July 19 for Lisbon, Spain. Plane fare is \$303.75. The complete tour sells for \$799.

Grumman Aircraft Co. Athletic Assn., Bethpage, N. Y., has set June 28 as departure date for their Hawaiian tour. It includes two days in San Francisco, 10 days at the Hawaiian Village in Honolulu and four days at the Flamingo in Las Vegas for \$639.

E. I. duPont de Nemours & Co. Savannah River Plant, Aitken, S. C. offers employees a choice of three excursions. A nine-day Mexico City trip for \$290; six-day Jamaica trip for \$200, or a four-day cruise to Nassau on the luxury ship "Victoria" for \$115.

Kaiser Steel Co. Recreation Club, Fontana, Calif., has chartered a plane for Aug. 3-5 tour to the Seattle World's Fair for \$115.

Goodyear Tire & Rubber Co.,

Akron, O., is offering employees their choice of four dates for tours to Hawaii, each for 16 days for \$569. In addition tours of northern and southern Europe are scheduled for August 10 for

\$719. Good participation expected.

Hamm's Brewing and Minnesota Mining & Mfg. Cos., St. Paul, Minn., are combining on a ten-day Mexican tour May 19-28 for \$398.

NIRA TRAVEL COUNCIL MEMBERS

Carriers

KLM Royal Dutch Airlines, 609 Fifth Ave., New York 17, N. Y. Trans World Airlines, Inc., 380 Madison Ave., New York 17, N. Y. Varig Airlines, 620 Third Ave., New York 17, N. Y.

Tour Operators

American Express Company, 65
Broadway, New York 6, N. Y.
Blue Cars Incorporated, 55 West
42nd St., New York 36, N. Y.
Canadian Education & Recreation
Tour Operators, 371 St. Catherine
St. West, Montreal 2, Canada
The E. F. MacDonald Travel Company, 36 S. Wabash Ave., Chicago
3, III.

Overseas Travel Company, 37 S. Wabash Ave., Chicago 3, III.

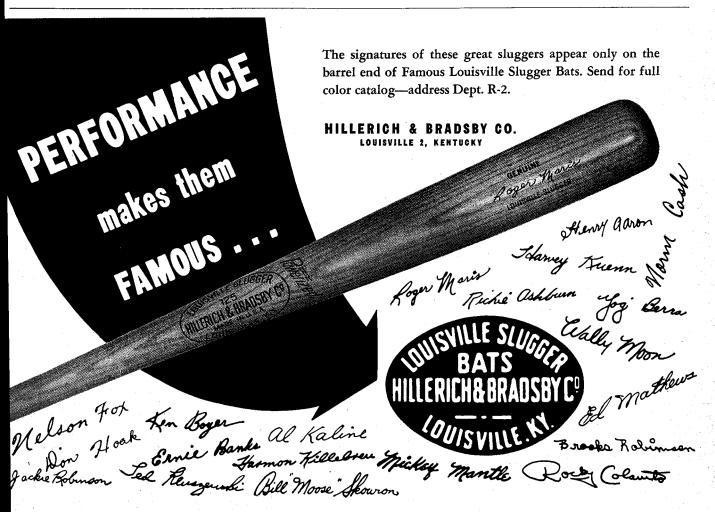
Towne House Travel, Inc., 1640 Monroe, Dearborn 8, Mich. Westworld Travel Service, 10326 Aviation Blvd., Los Angeles 45, Calif.

Hotels & Resorts

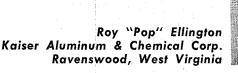
Hotel Manhattan, 700 8th Ave., New York 36, N. Y. Ozark Playgrounds Association, 112 W. 4th, Joplin, Mo. Pick Hotels Corporation, 20 N. Wacker Drive, Chicago 6, III. Sheraton Corporation of America, % Sheraton Towers Hotel, 505 N. Michigan Ave., Chicago, III.

Convention Bureau

New York Convention & Visitors Bureau, 90 East 42nd St., New York 17, N. Y.



In 1957, industrial recreation veteran Roy Ellington tackled the job of starting a new program—including the acquisition and development of facilities—for 3,000 employees at Kaiser's new West Virginia plant. This report, with its sage advice on how to evaluate that old "bugbear" participation, is a tribute to his careful planning and hard work.





KERA—1961 PARTICIPATION REPORT

Records and statistics are meaningless unless one understands the method of tabulation and compilation. Therefore, I would like to briefly comment on how the figures were compiled.

Each activity in the Kaiser Employees' Recreation Association program that is supervised, either by myself or members of the KERA staff, has a method for recording participation.

Many of these activities require daily registration for each individual. Others are by actual head count. Some are tabulated by taking those necessary for a team complement, then multiplying the number of teams in a league by this figure. This gives total participation when multiplied by the number of times a league plays over a given period.

A few activities, by necessity, are recorded on an estimated basis. When estimates are projected, this is done by individuals who have the best opportunity to observe participation.

Picknicking and playground partici-

pation is projected by summer program personnel, who are in the area approximately 75 hours each week. Fishing participants have been the responsibility of the KERA Lakes staff and myself, with periodic daily checks in the fishing areas.

Spectator participation is the responsibility of the person in charge of each activity. All estimates are conservative.

Club functions, at which no paid KERA personnel are present in a supervisory capacity, show participation from reports of club officers. Social recreation, such as parties and bridge games, are tabulated from statements of attendance given by persons reserving KERA House.

Figures shown in the "Participation" column indicate each time an individual participated in a given activity, or used a facility. This does not take into consideration a person who may be a "repeat" in more than one activity.

"Manhours" of participation are

tabulated separately for each activity. Experience shows the average picnicker at Keraland spends approximately 3 hours per outing. A bowler spends about the same time preparing for, competing in, and putting away gear after a league match. Instructional classes, such as crafts and dancing, are computed on the basis of time involved and the number present. Dances, children's programs and special events all have time limits that make it fairly easy to arrive at realistic manhour figures.

Totals shown represent a 25 per cent increase in participation for 1961 over 1960. Barnyard Golf, Golf Classes, and the KERA Coin Club were the only new programs offered during 1961.

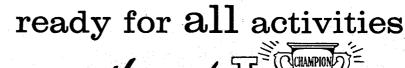
	Cumulative record of the	
KERA	Program since its inception	in 1957.
Year	Participation	Manhours
1957	5890	15498
1958	33976	82198
1959	56300	148481
1960	99494	248008
1961	124458	299996

	Comparative KERA Participa			Manhours
A		ipation 1961	1960	Mannours 196'
Activity	1960		8656	835:
Archery	2653	2628		
Basketball	1312	2175	2309	435
Bowling	9086	8330	27458	2496
Cards (Bridge, etc.)	827	556	2949	198
Children's Summer Program	1280	2106	3840	523
KICKS (Children's Winter Program)	1172	1843	3197	555
General Crafts (Adults)	977	2382	3211	732
Ceramics	488	110	1500	, 33
Clubs (Meetings): Archery KERA Coin Club Dudes and Dolls (Square Dance Club) Izaak Walton League	86 538 223	126 355 1085 211	128 1614 617	25 98 325 67
Dance Program: KERA Couple Dances Social Dance Classes Square Dance Classes	604 192 798	1222 160 679	2348 532 2424	488 49 203
Fishing	5760	8560	17280	2568

Activity		Participation		Manhours
Games and Minor Sports	8501	14944	6182	12546
Golf (Barnyard)		1678		1594
Golf Driving Range	1321	1546	716	772
Hunting	1412	1162	5548	4648
Ice Skating		45		135
Picnicking, Playground	18870	22425	56610	67275
Softball	4049	9003	6232	13504
Social Recreation	4457	4647	15134	15961
Spectator Participation: Basketball Softball Swimming Lake	6750 2475	1 265 9950 1 <i>7</i> 00	9625 2475	2530 15060 1700
Swimming Program: Open Swimming Water Safety Classes	11827 258	8793 1160	23654 387	23774 1450
Special Events: Coon Dog Field Trials Craft Exhibit Invitational Square Dances	200 150 120	170 250 250	600 150 360	510 250 1000
Golf Classes		155		232
Santa Claus Party	3598	3909	5397	5863
Turkey Shoots	625	630	1250	1890
Works Family Picnic	8800	8000	35200	32000
Good Neighbors Day	85	73	425	438
Coin Show	•	125		500
TOTALS	99,494	124,458	248,008	299,996

It is my opinion that with existing facilities and areas, commensurate staff and funds, promotion and publicity, for continuing years our participation level will remain fairly constant at the 100,000-plus mark.

... Roy Ellington



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This beautiful light, smooth finish has the highest index known, of resistance to abrasion and scuffing. Chosen for leading industrial and college gyms that support heaviest schedules of all-round activity. Actually costs less because it wears 2 to 3 times as long as ordinary finishes. No-glare, non-slip. Cleans like a china plate for easy maintenance.

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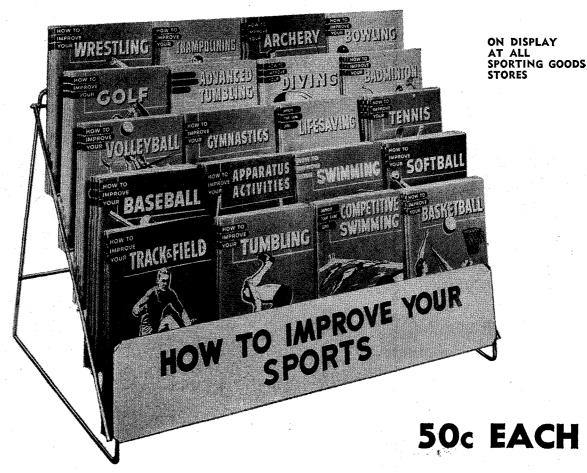
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to draw up a maintenance program for your floor
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RM INDUSTRY ITEMS

WATERFOWL HITS 11-YEAR LOW

Continental waterfowl population has dropped to its lowest point in the last 11 years, according to information gathered by the Wildlife Management Institute.

To gather statistics, 1,639 WMI researchers logged 93,000 miles by air, 91,000 miles on the ground, and 1,150 miles on waterways.

The census shows that ducks are down 13 per cent from last year, and 10 per cent below the average of the past 13 years. Geese declined 8 per cent from last year, but remain slightly above the long-range average. Of the favored hunting species, only scaup and Canada geese show increases over last year. Mallards and pintails are at a 9-year low. Fewer black ducks were observed at any time since 1950, and canvasbacks continue at a critically low evel

Attention now swings to the great waterfowl breeding grounds of the U.S. and Canada where the birds will be returning shortly to nest and rear roung. Much of the success of this rear's hatch depends on water supply n potholes and marshes, as well as ainfall and runoff.

GOLFERS BEWARE!

cross most of the nation, weather is urning warmer. And while Dad is givng a little thought to replacing storm indows with screens, his mind may lso be wandering onto the golf course or a round or two.

This year, as in the past, golf courses rill probably be more crowded than ver before.

Unfortunately, this means that there so may be more accidents on the burse. Hitting a golf ball is fun—but can also be dangerous, according to recent survey by the Institute for afer Living.

Statistics show that more than 15,-00 players, caddies and workmen sufred disabling injuries in 1961 as a sult of golfing accidents.

The ball itself is the most frequent use of injury. Traveling at a speed better than 250 miles per hour, it in deliver a knockout blow to any pern in its path.

Well over half of all golfing injuries st year were caused by balls driven "trigger happy" players.

A total of 50 per cent of the injury

victims were players themselves, while caddies received about 25 per cent of the injuries, and grounds keepers and other workmen about the same number.

Many persons were injured by golf clubs. They simply got too close to a fellow player while his club traveled in an arc at a speed of 200 miles per hour.

It is quite evident that player courtesy and alertness are the best insurance against golfing mishaps, and the Institute for Safer Living has published a list of safe practices that would help to curtail accidents. They are as follows:

- Never hit a golf ball if there is anyone—caddies, other players, workers—within possible range of the distance you can hit.
- If a caddie is shagging for you, make sure the sun is behind him—not in his eyes.
- Don't take practice shots unless it is your turn to hit.
- Always stand behind the player making the shot—this is golf courtesy and golf safety combined.
- If a hole is blind (either dog-leg or over hill) don't hit unless you know for sure that the foursome ahead is out of range.
- If workers are within range on fairway, warn them before hitting.
- If hitting in a wooded or stony rough, be sure that other members of your match stand well away while you hit. If there is a possibility of a ball bouncing back at you, take the safe, sacrificing shot.
- Don't drive powered golf car on sides of steep slopes.
- If a thunderstorm threatens, get off the golf course. If not practical, stand in a grove of trees—never near a single tree. If possible, seek below-level protection in a ditch or sand trap. Next best bet is to lie down on the ground.
- Beware of the sun. The sunstroke hazard can be reduced by wearing a hat; the heat prostration hazard by taking salt tablets.
- Beware of bees and hornets—some people are critically allergic to their sting.
- Golf courses are not nurseries—when playing, leave children at home.

The Institute for Safer Living has prepared a poster with these suggestions listed. These posters are available without cost to any club desiring them. They may be obtained from the Institute for Safer Living, Wakefield, Mass.

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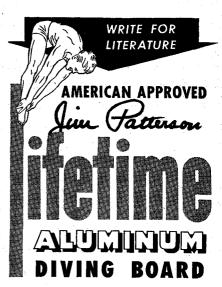
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RIM THINGS TO WRITE FOR

LAWN BOWLING

A handbook on the history, site construction, and rules of lawn bowling is available from the U. S. Lawn Bowling Society, Inc., Mount Dora, Fla. 47 pages. Price \$1.00.

SHOOTING FILM

A new, 26 minute color film is now available from the National Rifle Association of America. The development of shooting sports and present day shooting programs are presented in the movie, entitled "The Right to Keep and Bear Arms." Scenes of the rifle-

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Rules and
court layouts
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Dayton STEEL RACQUETS man's contribution to his country in critical times are also highlighted. Featured is Craig Stevens, better known to television viewers as Peter Gunn. The film may be obtained for showings to NIRA groups by writing to the National Rifle Association, 1600 Rhode Island Ave., N.W., Washington 6, D. C. No fee is required.

FITNESS CHART

Recognizing the urgent need for increased physical fitness planning for American youth of all ages, Wilson Sporting Goods Company has produced a mechanical aid to facilitate planning for physical education and recreation instructors.

It is a 2" x 28" wall chart for convenient scheduling of exercises covered on a day-to-day and week-to-week basis. It lists many activities a department head might use each week, and leaves room for additional material to be added as desired.

The charts are available free of cost from Wilson Divisional Sales Offices, River Grove, Ill.

HANDBALL GUIDE

The first handball guide and directory is now available from the U. S. Handball Association, 4101 Dempster St., Skokie, Ill. Price \$1.00.

"WIND UP A WINNER"

New 14-minute sound color film on the recruiting and training of volunteer leaders in all phases of athletics. Produced by the Athletic Institute, 805 Merchandise Mart, Chicago 54, Ill., it's available on a rental basis through Ideal Pictures, 58 East South Water St., Chicago 1, Ill. In addition, a 28 page booklet entitled "The Volunteer Leader-Coach" can be obtained from the Athletic Institute for 50ϕ .

CLASSIFIED

RATES: regular type—15 cents per word; bold face type—25 cents per word. Copy must be received by 5th of month preceding issue in which ad is desired.

HELP WANTED

Openings for nine specialists in research. Marine and freshwater fisheries, shellfish and finfish, aquatic ecology and weeds, wildlife, conservation education. Salary scales range from \$5,040 to \$9,276. National Resources Institute, University of Maryland. Interested persons contact Dr. L. Eugene Cronin, Institute Director, Box 1510, State Office Bldg., Annapolis, Maryland.

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Seeking position as recreation supervisor or physical education director. Presently coaching Little League football. Past experience includes recreation director of athletics for Little League baseball and Pony League baseball and basketball. Also worked scout camp as section leader two summers. B.S. degree recreation Age 28 Married, 2 children. Preferred location southeast U. S. Acceptable minimum salary \$5,500.

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Desire position as recreation supervisor, or any similar type position for which qualified. Excellent experience in athletics, organization, and supervisory work. Can assume leadership in these as well as administrative duties. Have 100 hours toward Dr. of Ed. in P.E. and Ed. Admin. Available immediately. Married, 2 children. Box #50—RECREATION MANAGEMENT

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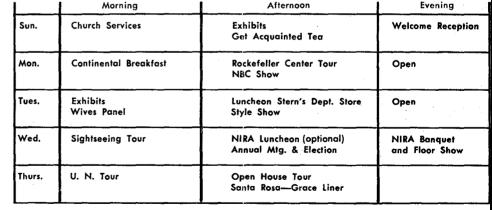
WRITE FOR ILLUSTRATED CATALOG AND PRICE LIST

Drogram OUTLINE

NIRA 21st CONFERENCE AND EXHIBIT HOTEL COMMODORE, NEW YORK CITY JUNE 17 - 18 - 19 - 20, 1962

Sunday, June 17	Monday, June 18	Tuesday, June 19	Wednesday, June 20	Thursday, June 21
Church Services	Exhibits	Exhibits	Exhibits Drawings for Prizes	Board Meeting
	General Session Travel Regulations Goren on Bridge	Concurrent Seminars 1. Sport Spectaculars 2. Club Activities 3. Advanced Administration	General Session Management Forum on Recreation	U. N. Tour
Registration	Exhibits	Exhibits	Exhibit Hall Closes	
		Wives Panel		
Exhibit Hall Opens	Awards Luncheon CIRA—Helms	Open Regional Luncheons	NIRA Luncheon Dr. Kenneth McFarland, GMC Consultant	Open House Tour Santa Rosa W. R. Grace Lines Pier 57
Exhibits	Exhibits	Exhibits	Registration for Voting	1161 57
Opening Session Welcome—Royal Ryan Fitness In Industry	Concurrent Seminars 1. Pros & Cons of Jr. Sports Programs 2. Rec. Adm. for Cos. Under 1,000 Employees 3. Multiple Plant Recreation	General Session Past Presidents Panel "Kollege of Knowledge"		Check Out (Late Privileges)
	Programs	(Questions & Answers)		
Exhibits	Exhibits	Exhibits	Annual Meeting	İ
dea Round Tables: Recreation for Executives Civil Defense & Recreation Rod & Gun Clubs Libraries Camera Clubs				
Adult Education City (IRC) Councils Company Picnics		!		
Exhibits	Regional Election	Exhibits	Election of Officers	
Welcome Reception Host: TWA	Open	Open	NIRA Banquet & Floor Show	
	1	Morning	Afternoon	1 Evening







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REGISTRATION FEES:

\$40.00 RA Members (Company and Branch) n-members of NIRA \$50.00 ves (members and non-members) \$20.00

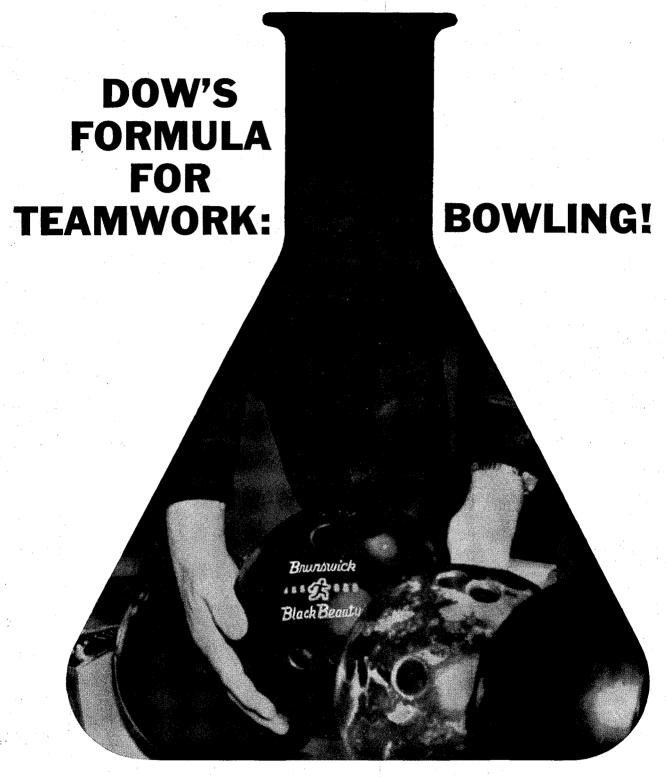
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- Registration Badge
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The figures show what he means: at Dow, one in every nine employees is a bowler. Dow leagues run fall and winter, with two annual tournaments in which more than 1000 employees participate. Included in the program is a noonhour league for shift workers and a Sunday league for couples. It's easy to see, bowling builds enthusiasm... a spirit of teamwork that carries over into everyday jobs. This makes for better employee relations year in and year

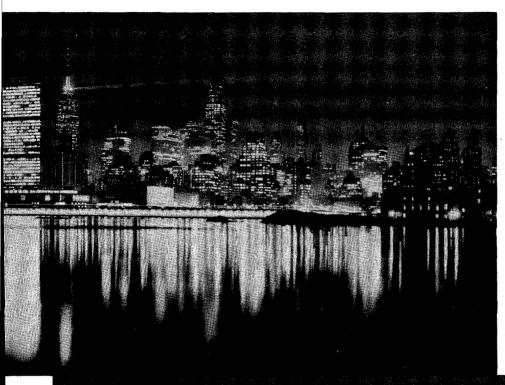
out. And, bowling is one of the least expensive company sponsored sports.

Put the spirit of teamwork to work in *your* company For more information on how to organize bowling league activity, write the Brunswick Corporation, Recreation Department 55, 623 S. Wabash Ave., Chicago 5, Illinois



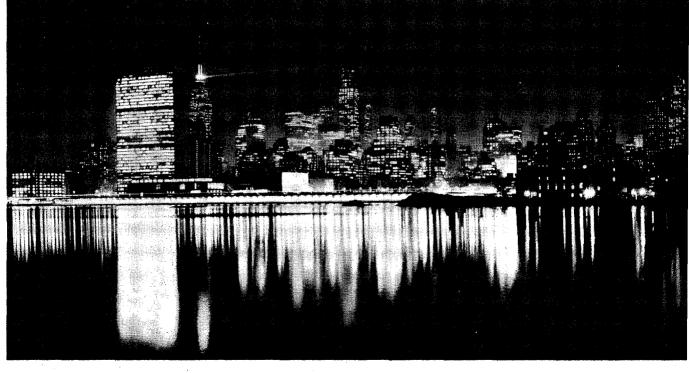
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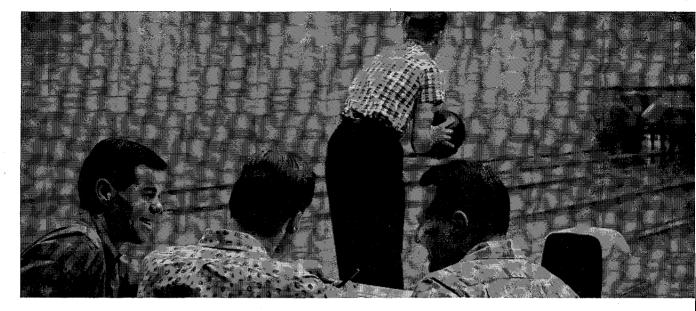
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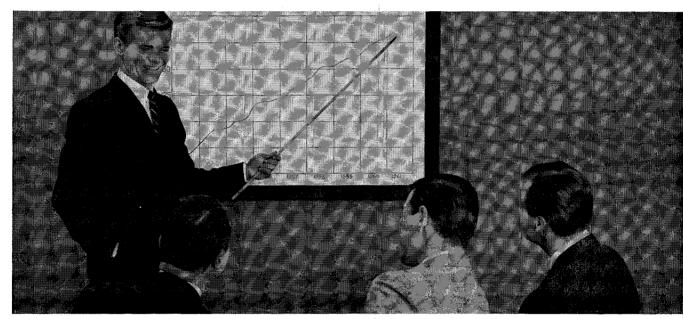


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- You benefit. Bowling teamwork builds a better on-the-job work team.
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Why at a "Magic Triangle" Center?

- Matchless equipment. League bowlers appreciate AMF extras such as exclusive "Magic Triangle" Automatic Pinspotters and Signaling Units. You get 'em at no extra cost, so why settle for less!
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- Friendly cooperation. Your neighborhood AMF bowling proprietor will be glad to help you set up your bowling recreation program—easily and economically See him soon, and get the ball rolling.



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Good Morning:

How does it look now?

This is your last complimentary copy of RECREATION MANAGEMENT.

By now you are familiar with its style and content. You have an idea of what other industries are doing in employee recreation, and the dividends that have been received.

You have a better idea of what activities would benefit your program most, and we hope we have given you some suggestions on how to conduct these activities.

But recreation is constantly on the go. changing tastes, better administrative practices, advanced research, all affect its administration.

We hope you will let us help you with your program so that it satisfies the leisure-time needs of your Make sure you don't miss an issue of RECREATION MANAGEMENT. Fill out the business reply card today; we will bill your firm later.

Sincerely, Dick Henn

Richard L. Henn Editor

RLH/dm

P.S. If you think our readers would be interested in some facet of your Company's program, feel free to send us copy for consideration.

> 21st NIRA Conference and Exhibit New York City — June 17-20, 1962

Here's a new kind of Night Club.

With the great growth of industrial employee shooting facilities, has come a new idea: night skeet and trap shooting!

Night shooting affords your employees greater available shooting time—time that will help the facility quickly pay for itself.

Another advantage is greater utility of space.

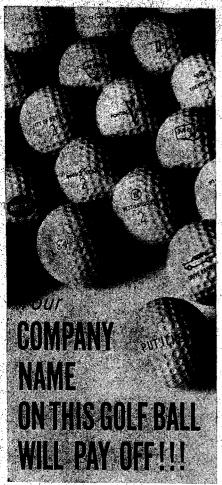
You can shoot at night in your parking lot for example—or in another area that may be otherwise unsuitable for daylight skeet and trap.

Sound interesting? Then write to Winchester-Western Division, Olin,

New Haven 4, Connecticut for complete information on Western trap and skeet equipment, and details on lighting.

For program ideas, team set-ups and promotional material, contact Mr. Jim Dee, Sportsman's Service Bureau, 250 E. 43rd St., N.Y. 17, N.Y.

WINCHESTER MOSTORM Olin



Effective . . . inexpensive for

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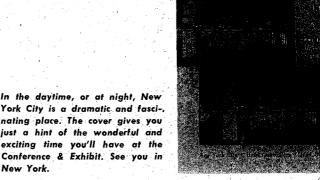
Golf balls-always appreciated, so they put across your message just that much more effectively! We'll imprint them with your company name, trademark or slogan in quantities of fifty dozen or more. Be assured that each is a top quality, high-compression liquid center golf ball—the finest available!

Mail coupon today and tell us your imprint and quantity requirements for a prompt quotation on top quality golf balls for your company.

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JUNE 1962

Volume 5, Number 6



York City is a dramatic and fasci-, nating place. The cover gives you just a hint of the wonderful and exciting time you'll have at the Conference & Exhibit. See you in New York.

Published by the National Industrial Recreation Association. 203 N. Wabash Ave., Chicago 1, Ill. Phone: ANdover 3-6697

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RECREATION THE NATIONAL MAGAZINE OF RECREATION IN BUSINESS AND INDUST MANAGEMENT

No Time To Stand Still

The "New Frontier" moved into the park and recreation field on April 4, 1962. On that date, Secretary of the Interior Stewart L. Udall signed an order establishing a Bureau of Outdoor Recreation, backed by recommendations of the Outdoor Recreation Resources Review Commission, and endorsed by President Kennedy.

For many years, park and recreation leaders have unsuccessfully submitted legislation to Congress for a Bureau of Recreation on the federal level. Now, overnight, they have a Bureau and a director, Dr. Edward C. Crafts, formerly assistant chief of the Forest Service of the Department of Agriculture. A forester of 29 years experience, he knows his way around Washington.

This new bureau, with over a billion dollars to spend for land acquisitions in the park and recreation field, and as coordinating agency for more than 20 federal agencies with programs involving some aspect of outdoor recreation, will be a powerful force in guiding the future of recreation.

The Federation of National Professional Organizations for Recreation met on May 15 with Dr. Crafts in Washington. It is apparent that this new bureau's impact on park and recreation will be as great, if not greater, than the National Park Service and U. S. Forest Service.

Besides administering the current state cooperative services and the proposed state assistance program, the bureau will assist the Secretary of Interior in carrying out outdoor recreation responsibilities, conduct research and surveys, develop a nationwide recreation plan, and disseminate outdoor recreation information.

Don't let the word "outdoor" throw you. It is apparent the bureau, in its coordinating capacity, will set the stage for government's role in all phases of recreation.

Although Dr. Crafts states that "BOR" will operate with a small staff and small budget, it is apparent that this bureau, as the coordinating agency for more than 20 federal agencies that have recreation sections, will of necessity mushroom in the next two years, both in size and influence.

The personable new director is sympathetic to the development of an advisory committee of representatives of non-governmental recreation interests. To further acquaint the recreation directors of business and industry with this new federal service, Lawrence C. Stevens, Associate Director of the Bureau, will speak at the first session of our 21st Conference and Exhibit, June 17, at the Hotel Commodore in New York City.

Don L. Neer Executive Secretary

Low F. has

MANAGEMENT SPEAKS

THE WORKING TEAM

Recreation offers fun and enjoyment. This, of course, is what it should do. Properly administrated, however, recreation can offer a lot more—to the company as well as to its employees. Here's how Avon Products looks at it.

Any working team is made up of individuals—people like you and I. To be successful in whatever they do, it is essential that each individual, with his particular contribution, may add to the strength of the working team.

Why then recreation?

In the first place, if we were to say "just for the fun of it" we would only be partially correct. A good company-supported recreation program should have something of interest to everyone. It should provide a means of having fun, primarily concerned with the task of pleasing people . . . the company's employees . . . the users of its service or product.

Fun, I suppose, is an end in itself.

However, a company recreation program, properly administrated, can also be a means to another end. It's a way of getting to know our fellow employees on a basis other than "he's my boss," or "oh, she's the girl who works upstairs." The country club, summer outing, Christmas party, and bowling lane are grounds for great equalization. The boss becomes a person, just like you and I who enjoy a good laugh or some friendly competition. The girl upstairs soon becomes a person much like yourself. She is no longer a "somebody" who just happens to work for the same company you do.

Good company recreational programs can—and should—be means of developing a stronger every-day individual, strengthening the working team in the same light.

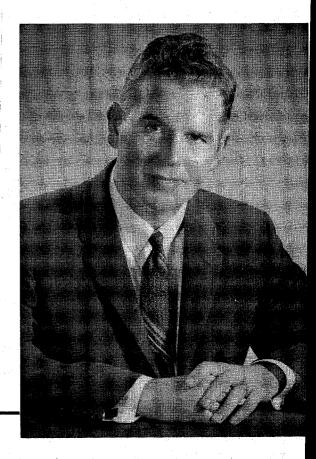
Donald A. Perser Supervisor, Employee Relations Avon Products, Inc.

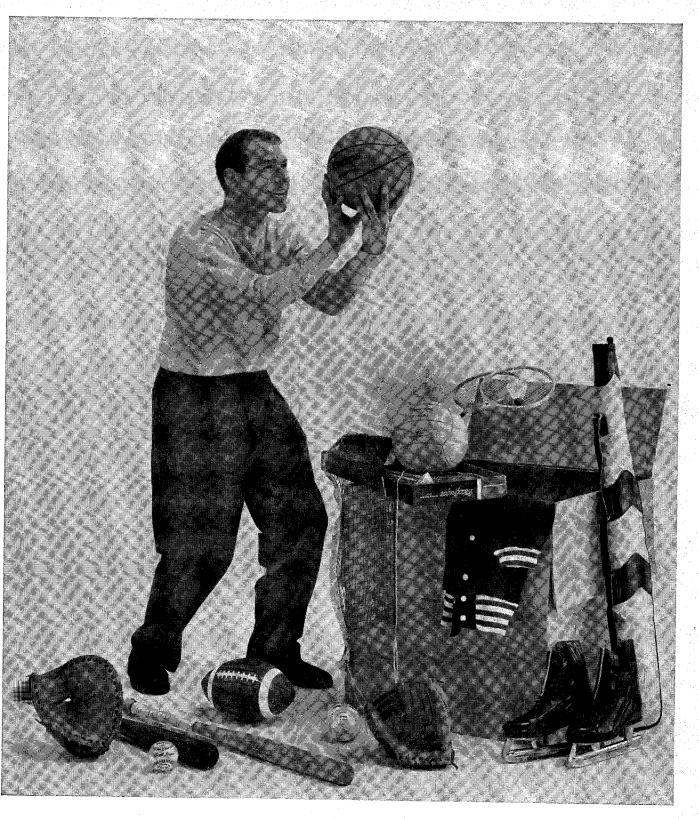
In order for a company recreational program to accomplish these things, it should be employee-run. Recreation, like many other forms of personal enjoyment, loses some of its spontaneous enthusiasm when it is forced on people.

Every company should realize the organizational and financial support needed by a newly-formed activity for it to flourish into an employee morale-building operation. The members of the Employee Relations Department should arrange, publicize, and help organize any activity in which employees show interest. We rely upon the employees to give us the ideas for the program for an active participation, and for seeing that these activities are really an enjoyable means of getting to know people with whom we work. Financial support in any great means is not provided any particular activity until it has proved employee interest by surviving its primary period of operation. The length of time is dependent upon the nature of the activity and the amount of initial employee interest.

Whether an expert or beginner, a new employee or veteran—the employee activities can be an enjoyable way of enriching our working life.

But only if we participate with a clear understanding of its purpose and objective.





Ever see a kid with a new toy?

Watch, watch carefully—when your teams get new Brunswick Sports equipment. Same result. There's an excitement that makes playing the game just that much better. The Brunswick line means the best. Be it MacGregor, Red Head, Union Hardware,

this sports equipment creates excitement and enthusiasm. Try it—and see.



signs of the times...

SIGNS OF THE TIMES pinch-hits for the June issue of NIRA Newsletter.

TRAVEL TOURS ARE MORE POPULAR than ever before at Hughes Aircraft Company in Culver City, Cal. A lot of credit for the upsurge goes to the firm's credit union, which now makes available low cost vacation loans up to \$1,500. Meanwhile, the firm's recreation association, under the direction of R. J. Bell, has employee tours ticketed for the Seattle World's Fair, South America, Europe, and the Orient.

THE FINANCIAL OUTLOOK is good for salaries of recreation executives. This is the word from W. S. Sutherland, Director of Personnel Services for the National Recreation Association. He reports that in 1961 the median salary for top executives placed by the department was \$7,821. The figure represents a 30 per cent increase over the median for the previous year and a 53% increase since 1957. In 1961, salaries ranged from \$4,152 to \$11,500.

MORE HIGH SCHOOL STUDENTS participated in 11-man football (678,801) than in any other sport, according to Athletic Institute, which bases its figures on a report from the National Federation of State High School Athletic Associations. In second place was basketball (583,826), while track & field (404,055) was third. Other sports, in order of popularity, were baseball, wrestling, cross country, tennis, swimming, golf, volleyball, soccer, 8-man football, softball, hockey, winter track, bowling, gymnastics, 6-man football, skiing, curling, sailing, riflery, badminton.

IF YOU HOLD AN AIRLINE RESERVATION and change your travel plans, be sure to notify the airline. If you don't, it could cost you \$40. A service charge can be assessed against passengers failing to cancel an unused reservation, according to regulations now on file with the Civil Aeronautics Board. This applies to most airlines.

KIDS STILL LIKE BASEBALL BEST. At least this is the thinking of 520 New York youngsters who voted roughly 3 to 1 in favor of baseball over football. The boys and girls, all members of The Children's Aid Society, range between 6 and 16 years old. Among the boys, the poll shows that 279 voted for baseball; 122 for football. The girls voted 89 for baseball; 30 for football. Apparently the group is unimpressed by an earlier Associated Press survey of 215 sportswriters and broadcasters who voted 109 to 106 in favor of the grid game becoming most popular in the next 20 years.

DATES HAVE BEEN SET for the 1962 All-Star Softball Games. The men's tournament will be held June 15, 16, 17 in Aurora, Ill., with national TV coverage. The women's tournament will be played the weekend of July 6-7 in Whittier, Cal. Final details of the tournaments had been delayed because of TV network negotiations.

AMERICA'S RECREATION LANDS will be used this year by more campers, picnickers, hunters, and fisherman than ever before, predicts the U. S. Forest Service. The estimate is placed at 115,000,000 vacationers, well above last year. The big jam will start Memorial Day. Laments one official: ''Once again, the foresters patiently will explain that visitors really must not start forest fires, or chop picnic tables for firewood, or tip over privies.'' But thousands will do it anyway, refusing to recognize that if they left the grounds the way they found them, foresters on clean up duty could be put to work building new and improved facilities.

4 exciting sports in 1







Rifle Shooting



Revolver Shooting



Hand Trap Shooting

SHOOTING

There's sport for every season . . . every age group when your recreation program includes shooting. A traditional American favorite, shooting is one of the nation's most popular leisure-time activities—with about 20 million enthusiasts today! You probably have many shooters in your company . . . can build your program around any or all of four different kinds of shooting-

TRAP AND SKEET—fast-moving shotgun sports with a nationwide following. "Powdering" targets is a thrilling test of coordination and timing -fun to shoot, exciting to watch.

RIFLE—enjoyed on both indoor and outdoor ranges. Competition: intramural, with neighboring teams, and through postal and telegraphic matches.

REVOLVER—one of America's favorite forms of competitive shooting—on easily constructed ranges, indoor or outdoor-a wide variety of interesting events.

HAND TRAP SHOOTING—excellent practice for the shotgun hunter. Targets can be thrown high, low, fast or slow—a real test of shooting skill, and fun besides!

You can start a shooting program on as modest or as large a scale as you wish. Remington has helped many successful company gun clubs-will send full information. Just check items you'd like and mail the coupon.

FREE All the information you need to start a successful shooting program. CLIP AND MAIL TODAY

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Name		Address
Title	<u> </u>	City
		State

R W RESEARCH REPORTS

The National Industrial Recreation Association has conducted another national survey of its members. Purpose of this survey of member firms is to take a look at such key recreation items as annual budgets, financing, award programs, purchasing of equipment, functions of the recreation department, special activities, facilities, titles, dues, and the length of time that recreation programs have been in operation.

NIRA's first sampling of its members was conducted in January, 1957. To see how the industrial recreation picture compares today with that of more than five years ago, comparisons, when significant, will be made between the two surveys.

In months to come, Recreation Management, as it has done in the past, will present this research data, and evaluate the information in light of what it means to the administrators responsible for the recreation activities of their company's employees.

Industrial Recreation Management and Financing

WHAT'S HIS TITLE?



The title "Recreation Director" or "Recreation Supervisor" is most frequently used in companies with 1,000 employees or more (65 out of 193 firms). "Employee Services Manager" rates second (28 companies), and "Personnel Manager third (20 companies).

In companies with less than 500 employees, and in companies with 500-1,000 employees, the "Personnel Manager" or his assistant were in charge of employee programs (42 out 108 companies. "Recreation Director" or "Recreation Supervisor" was second (16 companies) and "Employee Association Officer" or "Employee Association Secretary" ran a close third (15 companies).

Here's the complete tabulation.

Title of Program Administrator	Under 500 employees	500 to 1,000	1,000 to 5,000	5,000 to 10,000	10,000 and over
Recreation Director or Supervisor	7	9	32	15	18
Activities Manager or Supervisor	· 6	4	12	5	1 .
Employee Assn. Officer or Secretary	5	10	11	2	3
Personnel Manager, or Asst. Supervisor	18	24	14	4	2
Employee Services Manager or Chief Asst.	1 !	4	20	4	4
Industrial Relations Manager or Asst.	5	4	5	3	
Miscellaneous	6	5	19	3	1

The results established in the 1961-62 survey follow pretty closely the pattern of the 1957 sampling. The previous survey showed that the title "Recreation Director" or "Recreation Supervisor" was used most often in firms with 1,000 or more employees. "Employee Services Manager" and Employee Activities Manager" were rated about

even as second choice. In companies with less than 1,00 employees, the "Personnel Director" or his "Assistant were generally in charge of the recreation program "Recreation Director" was the number two choice, in 195 of companies which hired less than 1,000 employees.

continued on page I

Let your Wilson Sporting Goods dealer help you pick golf's greatest prizes

Sure success for your company-sponsored golf events

Everybody wants to play—and win—when your prize lineup is America's first line of golf equipment. Whether you're planning a one-day outing or a season of league play, check with your Wilson sporting goods dealer for Wilson clubs, balls, and the full range of accessories. Here are three prize ideas which feature famous Wilson quality and are endorsed by these famed members of the Wilson Advisory Staff.



Sam Snead picks these prize awards to fit a \$2,000* budget

- 4 sets each of Sam Snead woods, irons, Wilson golf bag, cart, and dozen Snead golf balls
- 4 sets Arnold Palmer woods and irons
- 4 sets Sam Snead woods
- 4 sets Arnold Palmer irons
- 4 Wilson quality golf bags and carts
- 4 Wilson golf bags
- · 4 Wilson golf umbrellas
- 32 dozen Sam Snead golf balls



Arnold Palmer picks these prize awards to fit a \$500* budget

- Set of Arnold Palmer woods and irons
- Set of Arnold Palmer woods
- Set of Arnold Palmer irons
- Wilson quality golf bag
- Wilson golf cart
- Wilson golf umbrella
- Sandy Andy wedge
- · Arnold Palmer putter
- 2 dozen Sam Snead golf balls



Patty Berg picks these prize awards to fit a \$150* budget

- Set of Sam Snead or Patty Berg woods
- · Wilson quality golf bag
- · Wilson golf cart
- Wilson golf umbrella
- 1 dozen Sam Snead or Patty Berg golf balls

*Subject to variation depending upon models selected

Select Wilson for all athletic equipment.

GOLF'S GREAT WHEN YOU PLAY TO WIN WITH

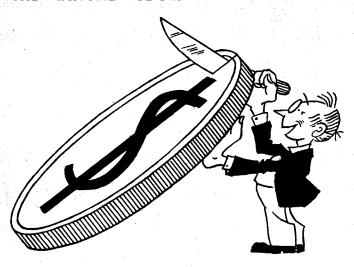
Wilson

Wilson Sporting Goods Co., Chicago (A subsidiary of Wilson & Co., Inc.)



continued from page 10

THE ANNUAL BUDGET



The size of the annual budget which recreation administrators have to work with fluctuates, of course, in proportion to the number of employees who benefit.

Of those reporting on the budget question, 17 companies with less than 500 employees reported budgets of \$1,000 to \$5,000, while 14 of these firms showed that their budget ran from \$5,000 to \$20,000. Of companies employing from

500 to 1,000 employees, 20 disclosed that their recreation budget ran from \$1,000 to \$5,000, while 19 stated that the budget ran from \$5,000 to \$20,000.

The biggest step-up in the budget takes place in the next category, where 1,000 to 5,000 employees are involved. Here 43 recreation administrators reported that their budget ran from \$5,000 to \$20,000, but 35 administrators worked with a budget of \$20,000 to \$50,000. This means that of 99 executives reporting on this item, 78 of them, or nearly 8 of every 10, maintained a budget of at least \$5,000. Moreover, nearly half of these administrators claimed an activities budget of more than \$20,000.

In the 5,000 to 10,000 employee classification, 10 of 28 have budgets of \$20,000 to \$50,000; seven have budgets of \$50,000 to \$100,000; and six work with budgets of \$5,000 to \$20,000.

In the over 10,000 employee classification, one-third of the firm's administrators have budgets of \$50,000 to \$100,000, and six of the 21 reporting show budgets of more than \$100,000.

Six recreation administrators reported budgets of less than \$1,000. Four of these administrators are employed by firms with less than 500 employees.

It must be noted, too, that the recreation administrator for one company in the 1,000-5,000 employee category enjoyed a budget of more than \$1,000,000! Exceptional, yes, but 5 years from now there should be more.

The complete tabulation is shown below.

Annual Budget	Under 500 employees	500 to 1,000	1,000 to 5,000	5,000 to 10,000	10,000 and over
Less than \$1,000	4	11.	1		
\$1,000 to \$5,000	17	20	9	3	1
\$5,000 to \$20,000	14	19	43	6	3
\$20,000 to \$50,000	2	1	35	10	4
\$50,000 to \$100,000		1	6	7	7
\$100,000 to \$225,000		-!	4	2	6
\$1,000,000 and over	en e		1		

In 1957, 87 companies with less than 1,000 employees answered the survey. Of these, 41 had budgets of \$1,000 to \$5,000, while 24 had budgets of \$5,000 to \$20,000.

Compare this with 1961-62! The recent survey shows that of companies with less than 1,000 employees, 37 reported budgets of \$1,000 to \$5,000—but 33 reported budgets of \$5,000 to \$20,000!

In other words, less than ½ of the companies in this category which answered the survey in 1957 had a budget of more than \$5,000, but by early 1962 there were nearly as many with budgets of \$5,000 to \$20,000 as there were with budgets of less than \$5,000! These figures would seem to indicate that in this category, at least, more and more emphasis is being placed upon employee activities by companies with less than 1,000 employees.

The '57 survey also showed that in the 1,000-5,000 employee classification, 41 of 92 companies had budgets of

\$5,000 to \$20,000; 14 of 92 worked with recreation budgets of \$20,000 to \$50,000. In the 5,000-10,000 em ployee classification, the '57 survey disclosed that 11 of 33 or \(\frac{1}{3}\)rd of those that reported, had a budget of \$20,000 to \$50,000. Eight in this group had budgets of \$5,000 to \$20,000, while five firms had budgets of \$50,000 to \$100,000.

According to the 1957 survey, which was answered by 20 companies which hired more than 10,000 employees, ther were five in this group with budgets of \$100,000 to \$225,000. Four had budgets of \$20.\$50,000 to work with, and the same number planned budgets of \$5,000 to \$20,000.

Here the emphasis has also shifted in a positive manne in the last 5 years. The recent survey shows that now abou 85 per cent of the companies with more than 1,000 em ployees have a budget \$20,000 or more earmarked for recreation activities. In 1957, the figure was only about 4 per cent!



(no salary!)

Go to your Spalding dealer for all your equipment needs. You'll save so much time and trouble—it's as good as having an extra assistant.

First of all, your Spalding dealer carries everything you need for any program: employee recreation, youth, Little League, etc. No catalog-searching-your best buys are all right there under one roof.

Second: Spalding equipment is priced right for any budget, big or small. And you'll always get every penny's worth because the equipment lasts.

Third: your players will enjoy using Spalding merchandise because it's the finest there is. Stars like Roger Maris, Wilt Chamberlain, Jerry Barber and many others endorse it. Add this bigleague touch to your program. See your Spalding dealer.

What's Your Game? Spalding Has the Right Items at the Right Price

BASKETBALL The Top-Flite "100" is the best ever built. Leather cover holds its deep pebbling. Rubber cover? Spalding's "160" is tops. Exclusive Cushion-Control gives amazingly firm grip.

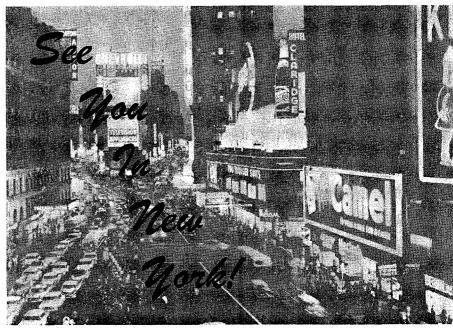
VOLLEYBALL Try Spalding's "114" Laceless ball. It's tournament-quality and keeps its perfect balance. Or choose one of our six other official models.

GOLF The Spalding Air-Flite is perfect for better golfers. Tops for distance and all-around performance. New Super Kro-Flite is ideal for players who might cut a ball. Cover is virtually cut-proof, yet there's no loss of distance.

SOFTBALL You can't miss with Spalding's Top-Flite-the softball that never cries "uncle"! Or choose one of 11 other models, all official size and weight. And Spalding makes a wide assortment of official bats, all finest hardwood.







The 21st annual Conference & Exhibit has been planned by the National Industrial Recreation Association with just one thought in mind—to give you the opportunity to acquire new ideas, and solve old problems, so that you can continue to offer improved recreation programs to your employees.

Scheduled for June 17-20 at the Commodore Hotel in New York City,

A blond bombshell, Lillian Briggs sings sensationally and plays the slide trombone with equal skill. She'll highlight floor show.



the Conference promises to be both stimulating and exciting.

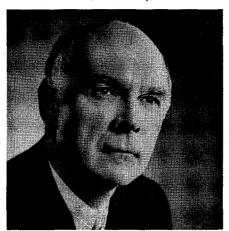
From Sunday afternoon, when former Miss America Marilyn Van Derbur presents the "Keys To The City" to conference delegates on hand for ceremonies, to Thursday's tour of the United Nations Building and open house aboard the Grace Line's Santa Rosa, there will be four days devoted to the study of more efficient recreation administration.

You'll be able to hear from a most impressive and informative array of keynote speakers.

Carter Burgess, President of American Machine & Foundry, will take a look at the vital subject "Fitness In Industry." Mr. Burgess' background spans the fields of business, defense, government, and education, and he is

Dr. Kenneth McFarland, one of America's most dynamic and colorful speakers, will be keynoter

at NIRA Luncheon, Wednesday, June 20.



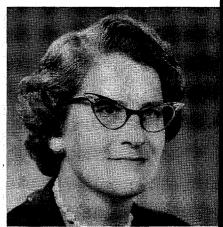
eminently qualified to discuss his favorite topic.

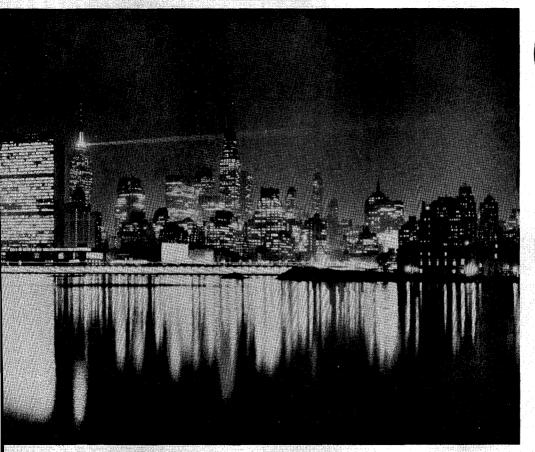
Lawrence Stevens, Associate Director of the Bureau of Outdoor Recreation, U. S. Department of Interior, Washington, D. C., will address the Conference as a key official in President Kennedy's new federal bureau.

Jean Maxwell, consultant on the social, education, and recreation program with The National Council on the Aging, will have a timely message on the increasingly important national issue of retirees and the activities that benefit them.

Dr. Kenneth McFarland, acclaimed by many as one of the most forceful and colorful speakers in the country today, will deliver a talk that's guaranteed to stimulate your thinking. His subject: "Wake Up, America!"

Jean Maxwell, consultant, recreation programs National Council on the Aging, on Tuesday morning will stress retiree activities.







CONFERENCE and EXHIBIT

Hotel Commodore
New York City

June 17-20 · 1962

official program



Twenty-one Years of Service to Business and Industry

With this Conference and Exhibit, the National Industrial Recreation Association marks its 21st year of service to industry.

Since its incorporation on November 21, 1941, under the name Recreation Association for American Industry, NIRA, exclusively, has served the needs of industrial recreation programs and personnel, has championed the principles of industrial recreation as an effec-

tive management-employee relations policy.

It was for these reasons that 12 industrial recreation directors met at the National Recreation Congress in Baltimore during October 1941, and decided to organize an association that could devote full time to developing industrial recreation ideas and programs.

The following spring, at the invitation of Dr. Floyd Eastwood, who become NIRA's first president, the group met at Purdue University to draft a constitution and elect officers.

With a \$2,500 grant from Brunswick Corp., the fledgling group was given the means to launch its first project, a national survey of industrial recreation. In October 1941, the group held its first conference in Cincinnati, where it completed its organizational plans.

Past Presidents:

1941-44 Dr. Floyd R. Eastwood, Los Angeles State College

1944-46 Edward B. DeGroote*, Servel, Inc.

1946-47 James F. Walsh, Chrysler Corporation

1947-48 R. C. Skillman, Champion Paper & Fibre Co.

1948-49 C. A. Benson, Eastman Kodak Company

1949-51 W. H. Edmund, Goodyear Tire & Rubber Company

1951-52 John R. Ernst*, National Cash Register Co.

1952-53 William T. Prichard*, General Motors Corporation

Early in 1942, the Athletic Institute; led by L. B. Icely, president of Wilson Sporting Goods Co., and Hugo Goldsmith, president of MacGregor-Goldsmith Sporting Goods Co.; agreed to subsidize the RAAI with funds for a full-time secretary, office and travel expenses. Raymond Millard was hired as the first executive secretary.

By the end of the war, the RAAI was firmly established. In 1945, John Fulton succeeded Millard as executive secretary, and the name was changed to Industrial Recreation Association. "National" was added to the Association's name in 1948.

Under Fulton, membership continued to grow rapidly and services were expanded with the semi-monthly publication of the NIRA Newsletter and Idea Clinic and distribution of program manuals.

The present executive secretary, Don L. Neer, followed Fulton in 1955, and continued to expand NIRA services and membership. Recreation Management, NIRA's official monthly magazine made its debut in 1958; the Helms Award program was launched in 1959; and national sports and hobby contests were developed; important additions to the valuable services offered to NIRA members.

NIRA's growth and development has been guided by the following outstanding industrial recreation leaders who have served with distinction as NIRA presidents:

1953-54 A. H. Spinner, Armstrong Cork Company

1954-55 Ralph M. Isacksen, J. P. Seeburg Corp.

1955-56 Carl Klandrud, Allis-Chalmers Manufacturing Co.

1956-57 Ben M. Kozman, Thompson Ramo Wooldridge Inc.

1957-58 Kenneth Klingler, Consolidated Vacuum Corporation

1958-59 Thomas G. Croft, Convair, Div. of General Dynamics Corp.

1959-60 John H. Leslie, Minnesota Mining & Mfg. Co.

1960-61 Oskar Frowein, Republic Aviation Corp.

^{*} deceased



Turner

1961-62 NIRA Officers

President: Robert A. Turner, West Point Mfg. Co., West Point, Ga.

Vice Presidents: Walter Dowswell, Motorola, Inc., Franklin Park, Ill.

Charles Haggerty, Ford Motor Company, Dearborn, Mich.

Kenneth Kellough, North American Aviation, Los Angeles, Calif.

Treasurer: Frank Davis, Lockheed Air-

craft Corp., Burbank, Calif.

Research Director: Gordon Starr, U. of Minnesota, Minneapolis Immediate Past President: Oskar Frowein, Republic Aviation Corp., Farmingdale, N. Y.

Executive Secretary: Don L. Neer, NIRA, Chicago, Ill.

Regional Directors:

Oskar Frowein, Republic Aviation Corp., Farmingdale, N. Y. Robert Benn, Grumman Aircraft, Bethpage, N. Y. David Chapin, Equitable Life Assurance Society, N. Y., N. Y.

II Daniel Zieverink, General Electric Co., Cincinnati, Ohio Charles Bloedorn, Goodyear Tire & Rubber Co., Akron, Ohio Walter Kelk, E. I. du Pont, Wilmington, Del.

Ш Charles Haggerty, Ford Motor Company, Dearborn, Mich. John Crnich, R. R. Donnelley & Sons Co., Chicago, III. Walter Dowswell, Motorola, Inc., Franklin Park, Ill.

IV Fritz Merrell, Olin Mathieson, Pisgah Forest, N. C. G. M. Matlack, ARO, Inc., Arnold Air Force Sta., Tenn. V Warren Wallgren, Theo. Hamm Brewing Co., St. Paul, Minn.

Patrick Feely, The Falk Corp., Milwaukee, Wis.

VI Bert Granville, McDonnell Aircraft Corp., St. Louis, Mo. Ferris Brown, Texas Eastman Co., Longview, Texas

Kenneth Kellough, North American Aviation, L. A., Cal. Harry Clark, Nortronics, E. S. & E., Hawthorne, Calif.

VIII A. Murray Dick, Dominion Foundries, Hamilton, Ont. H. J. Charrington, Polymer Corporation, Ltd., Sarnía, Ont.

New York-Long Island Conference Committee

Conference Co-Chairmen: David Chapin, Equitable Life Assurance Society, N. Y., N. Y.

Larry Benjamin, Rockefeller Center, Inc., N. Y., N. Y.

Program: Chairman—Kiell Peterson, Metropolitan Life Insurance Co., N. Y., N. Y.

Oskar Frowein, Republic Aviation Corp., Farmingdale, N. Y.

Roy Lindberg, Bankers Trust Co., N. Y., N. Y.

Exhibits: Chairman—Leo Leclerc, New York Stock Exchange Bill Kattke, Sperry Gyroscope Co., Lake Success, Great Neck, N. Y. John Sloan, American Airlines, N. Y., N. Y.

Entertainment: Co-Chairmen: Bob Benn, Grumman Aircraft Engineering Corp., Bethpage, N. Y.

Peter Kelley, Frank Music Corp., N. Y., N. Y.

Publicity & Public Relations: Chairwoman—Abbie Van Gelder, New Jersey Bell Telephone Co., Newark, N. J.

Lou Barasch, Roosevelt Raceway, Inc., Westbury, N. Y.

Audrey Bast, Union Carbide & Carbon Corp., N. Y., N. Y.

Frank Carter, Shell Oil Company, N. Y., N. Y.

Registration & Reception: Co-Chairmen—George Bennett, Airco Association, Inc., N. Y., N. Y.

Edward Sullivan, Airco Association, Inc., N. Y., N. Y.

Joyce Robbin, National Broadcasting Company, N. Y., N. Y.

Sergeant-At-Arms: Nick Phillips, J. O. Ross Engineering, N. Y. Ted Scandurra, Equitable Life Assurance Society, N. Y., N. Y.

Don Swallow, C.I.T. Financial Corp., N. Y., N. Y.

Tours: Chairman-Bob Benn, Grumman Aircraft Eng. Corp., Bethpage, N. Y.

Don Daly, American Express Company, N. Y., N. Y.

Wives Program: Chairwoman-Kay Colborn, New York Telephone Co., N. Y., N. Y.

Florence Darmody, New York Telephone Co., N. Y., N. Y.

Mary Kennelly, American Telephone & Telegraph Co., N. Y., N. Y. Karla Miller, Bristol Myers Company, Hillside, N. J.

Member At Large: Charles Gillett, New York Convention & Visitors Bureau, Inc., N. Y., N. Y.



Conference Program Outline

The Conference Program Outline presents at a glance all the activities scheduled for each day. For complete details on each session, speakers, and panel members, please refer to the "blue" pages.

Sunday, June 17

Noon Registration Opens (Ballroom Foyer)

Exhibit Hall Opens

2:00 Opening General Session (East Ballroom)
Welcome to New York:

Conference Co-Chairmen: Dave Chapin and Larry Benjamin; Royal Ryan, New York Convention & Visitors Bureau, Inc. Exhibitors Welcome: R. Earl Jones, Spalding Sales Corp.
Keys To The City: Marilyn Van Derbur

(Miss America of 1958) Conference Challenge: Lawrence N

Stevens, Bureau of Outdoor Recreation

3:00 Exhibits

4:00 Idea Round Tables

Recreation For Executives (West Ballroom)
Civil Defense & Recreation (Parlor D)
Rod & Gun Clubs (East Ballroom)

Adult Education & Libraries (Parlor B)
Camera Clubs (Parlor F)
Company Picnic Programs (Parlor C)

5:00 Exhibits

7:30 Welcome Reception (Windsor Room)

Monday, June 18

8:30 Exhibits—Registration

9:00 General Session (East Ballroom)

"New Travel Regulations"
H. B. Aitken, Chairman, NIRA Travel

Council Committee H. D. Lynn, Trans World Airlines, Inc.

J. B. McAnulty, American Express Company

Goren On Bridge

10:30 Exhibits

Noon NIRA Awards Luncheon (Windsor Room)

State Chairmen Awards CIRA Presentations

Camera Contest Award

Industrial Sportsman of the Year

Award

NIRA NRA Rifle & Pistol Awards Helms Awards

2:00 Exhibits

3:00 Seminars

I Pros and Cons of Junior Sports Programs (East Ballroom)

II Recreation Administration For Companies Under 1,000 Employees (West Ballroom)

III Multiple Plant Recreation (Windsor Room)

4:30 Exhibits

5:30 Regional Elections

Eve. Open

Tue	sday, June 19	Wea	lnesday, June 20	Lawrence N. Stevens Associate Director	
8:30	Registration	8:30	Registration	U. S. Bureau of Outdoor Recreation Opening Session	- 計画
8:30	Exhibits	8:30	Exhibits (Close for Conference)		
9:00	Seminars I Sport Spectaculars (East Ballroom) II Retiree Activities (West Ballroom) III Advanced Administration (Parlors B & C)	10:00	General Session "Fitness In Industry"—Carter Burgess, President, American Machine & Foundry Company Film Report: Equitable Life Assurance	Carter Burgess President American Machine & Foundry Co. Wednesday Session	
10:30	Exhibits		Film on Physical Fitness		
11:00 Noon	Wives Panel (East Ballroom) "My Husband Is a Recreation Director" Open	Noon	NIRA Luncheon (Windsor Room) Keynoter: Dr. Kenneth McFarland— "Wake Up America"	Charles Goren Assn. of American Playing Card Mfrs.	
2:00	Exhibits	2:00	Registration For Election (East Ballroom)	Monday Session	i En
3:00	NIRA Past Presidents "Kollege Of Knowledge" (East Ballroom)	2:30	Annual Meeting & Election Of Officers (East Ballroom)		
4:30	Exhibits			Kenneth McFarland General Motors Corp.	
Eve.	Open	7:00	Annual Banquet And Floor Show (Windsor Room)	Wednesday Luncheon	47-

HOTEL DIRECTORY-

ROOM LOCATIONS	
Grand Ballroom and Foyer	3rd Floor
Grand Ballroom and Foyer Exhibit Hall	3rd Floor
Registration Desk	Ballroom Foyer, 3rd Floor
NIRA Office	
NIRA Press Office	Parlor A, 3rd Floor
Windsor Room	Lobby
Windsor Court	Lobby
East Ballroom	3rd Floor
West Ballroom	3rd Floor
Parlors A-B-C-D-E-F-G	3rd Floor
Rooms 127-131	lst Floor
Rooms 127-131 REGISTRATION DESK	
Sunday: Noon to 5 p.m.	Ballroom Foyer
Monday and Tuesday: 8:30 a.m. to	5 p.mBallroom Foyer
Wednesday: 8:30 a.m. to Noon	
NIRA OFFICE	
8:30 a.m. to 5:30 p.m. (daily)	Parlor A
NIRA PRESS OFFICE	
8:30 a.m. to 5:30 p.m. (daily)	Parlor A

T				
EXHIBIT	HALL	(Grand	Ballroom)	

Sunday: Noon to 2 p.m., 3 to 4 p.m., 5 to 6 p.m. Monday: 8:30 to 9 a.m., 10:30 to 11:45 a.m., 2 to 3 p.m., 4:30 to 5:30 p.m.

Tuesday: 8:30 to 9 a.m., 10:30 to 11 a.m., 2 to 3 p.m., 4:30 to 5:30 p.m.

Wednesday: 8:30 to 10 a.m.

WELCOME RECEPTION

Sunday, June 17: 7:30 to 10:30 p.m.Windsor Room

LUNCHEONS

ANNUAL MEETING AND ELECTION

Wednesday, June 20: 2:30 p.m. East Ballroom

BANQUET AND FLOOR SHOW

Wednesday, June 20: 7 to 11 p.m.Windsor Room

BOARD OF DIRECTORS MEETINGS

Saturday, June 16: 9 a.m. to 5 p.m. Club Suite
Thursday, June 21: 8 a.m. to Noon Parlors B & C

INFORMATION

TICKETS

Tickets are required for the Welcome Reception; Monday and Wednesday luncheons; and the NIRA Banquet and Floor Show. These tickets will be furnished all Conference registrants. Wives who register will receive tickets to the Welcome Reception and the Banquet and Floor Show. Guests may be admitted to these functions upon payment of the following fees:

Welcome Reception	\$5.00
Monday or Wednesday Luncheon	
NIRA Banquet and Floor Show	

BADGES

Badges are required for admission to all meetings and scheduled social functions. They are available at the registration desk daily.

BASEBALL GAME, THEATRE

Tickets for baseball games and the theatre should be purchased direct.

FIRST AID

The Hotel Commodore has a resident doctor on call at all times. Call the operator in an emergency.

Sunday JUNE 17

Noon

REGISTRATION OPENS (Ballroom Foyer)

EXHIBIT HALL OPENS

2:00 p.m. OPENING GENERAL SESSION (East Ballroom)

WELCOME TO NEW YORK:

Conference Co-Chairmen: Dave Chapin, Equitable Life Assurance Society and Larry Benjamin, Rockefeller Center, Inc.

Royal Ryan, Executive Vice President, New York Convention & Visitors Bureau. Inc.

Exhibitors Welcome: R. Earl Jones, Sports Promotion, Spalding Sales Corp., N. Y., N. Y.

Keys To The City: Marilyn Van Derbur (Miss America of 1958)

Conference Challenge: Lawrence N. Stevens, Associate Director, Bureau of Outdoor Recreation, U. S. Dept. of Interior, Washington, D. C.

3:00-4:00 p.m. EXHIBITS

4:00-5:00 p.m. IDEA ROUND TABLES

RECREATION FOR EXECUTIVES (West Ballroom)

Chairman: R. E. Sward, Executive Secretary, Bell Laboratories Club, Bell Telephone Lab., Inc., Murray Hill, N. J.

Moderators: L. M. Deal, Supervisor, Personnel Activities, Inland Mfg. Div. GMC, Dayton, Ohio

Garland Munz, Personnel Services, Champion Papers, Inc., Hamilton, Ohio

Herb Naish, Chief of Employee Services, General Dynamics/Pomona, Calif.

CIVIL DEFENSE & RECREATION (Parlor D)

Chairman: Larry Benjamin, Recreation Director, Rockefeller Center, Inc., N. Y., N. Y.

P. J. McCarthy, Asst. Director of Recreation, Chicago Park District, Chicago, Ill. ROD & GUN CLUBS (East Bailroom)

Chairman: Frank C. Daniel, Secretary, National Rifle Assoc, of America, Washington, D. C.

Moderators: Jim Dee, Director, Shooting Development, Sporting Arms & Ammunition Mfrs. Institute, N. Y.

Everett Hames, Sales Manager, Shakespeare Co., Kalamazoo, Mich.

John G. Zervas, American Fishing Tackle Mfrs. Assoc., Chicago, Ill.

ADULT EDUCATION & LIBRARIES (Parlor B)

Chairman: Kjell Peterson, Physical Director, Metropolitan Life Insurance Co., N. Y., N. Y.

Moderators: Mary J. Best, Recreation Director, Distillation Products Industries, Rochester, N. Y.

Arthur L. Conrad, Public Relations Manager, Flick-Reedy Corp., Bensenville, Ill.

CAMERA CLUBS (Parlor F)

Chairman: Robert D. Delius, Recreation Supervisor, Tennessee Eastman Co., Kingsport, Tenn.

Paul C. Harrison, Director of Recreation, General Aniline & Film Corp., Photo-Repro. Group., Binghamton

COMPANY PICNIC PROGRAMS (Parlor C)

Chairman: Mel C. Byers, Employee Services Director, Owens-Illinois, Toledo, Ohio

Moderators: Walter F. Evans, Supervisor of Employment, Gillette Safety Razor Co., Boston, Mass.

Dale Shaffer, Employee Relations Director, Delco-Remy Div., GMC, Anderson, Ind.

5:00-6:00 p.m. EXHIBITS

7:30 p.m. "Festival of Nations"—Welcome Reception (Windsor Room)

Co-Hosts: Trans World Airlines—N. Y. Conference

Co-Chairmen: Herb Lynn, TWA, Inc. and Peter Kelley, Frank Music Co., N. Y., N. Y.

Monday JUNE 18

8:30 a.m.-5:30 p.m. NIRA OFFICE AND PRESS ROOM (Parlor A)

8:30 a.m.-5:00 p.m. REGISTRATION DESK (Ballroom Foyer)

8:30 a.m.-9:00 a.m. EXHIBITS

9:00 a.m. GENERAL SESSION—New Travel Regulations (East Ballroom)

> Chairman: H. B. Aitken, Employee & Community Relations, General Electric Company, Cleveland, Ohio

> Carriers: H. D. Lynn, Manager, Commercial Sales, Trans World Airlines, Inc., N. Y., N. Y.

Tour Operators: J. B. McAnulty, Manager, Travel Sales Div., American Express Company, N. Y., N. Y.

INDUSTRIAL BRIDGE TOURNAMENTS—Charles Goren

10:30-11:45 a.m. EXHIBITS

Noon

AWARDS LUNCHEON (Windsor Room)

Chairman: Oskar Frowein, NIRA Immediate Past President

Invocation: Rev. Francis E. Yonkus O. P., St. Catherine of Siena Church, N. Y., N. Y.

Introduction of NIRA Board of Directors: Robert
A. Turner, President of NIRA

State Chairmen Awards: Robert A. Turner

CIRA Presentations: Martha L. Daniell, Chairman of CIRA Committee

"What It Means To Be A Professional": Gordon L. Starr, NIRA Director of Research

Camera Contest Award: Charles Haggerty, NIRA Vice President

Industrial Sportsman of the Year Award: Richard L. Henn, Editor of RECREATION MANAGEMENT NIRA-NRA Rifle & Pistol Awards: Franklin L. Orth, Executive Vice President, National Rifle Association of America, Washington, D. C.

Helms Awards: Helms Athletic Foundation, Los Angeles, Calif.

2:00-3:00 p.m. EXHIBITS

3:00-4:30 p.m. SEMINARS

- I PROS AND CONS OF JUNIOR SPORTS PROGRAMS
 (East Ballroom)
- A. Boys Baseball—Chairman: Earl Schreiber, Recreation Director, Timken Roller Bearing Co., Canton, Ohio.

Gustav Ziprik, Recreation Director, Cone Mills Corp., Greensboro, N. C.

B. Junior Bowling—Julius Nagy, Supervisor of Recreation, Cleveland Graphite Bronze, Div. of Clevite Corp., Cleveland, Ohio

Lawrence Luedke, Welfare & Recreation Supervisor, Milwaukee Gas Light Co., Milwaukee, Wis.

II RECREATION ADMINISTRATION FOR COMPANIES UNDER 1,000 EMPLOYEES (West Ballroom)

- Chairman: B. M. Kozman, Jr., Personnel Director, Ohio Crankshaft Co., Cleveland, Ohio
- Howard Honaker, Recreation Director, Faultless Rubber Co., Ashland, Ohio
- William L. West, Jr., President, McAdenville Foundation, Inc., McAdenville, N. C.

III MULTIPLE PLANT RECREATION (Windsor Room)

- Chairman: J. R. Mitchell, Chief of Employee Services, General Dynamics/ Astronautics Rec. Assoc., San Diego, Calif.
- Domestic: Clarence Gillaugh, Director of Recreation, National Cash Register Co., Dayton, Ohio
- Foreign: R. N. Stevens, General Motors Overseas Operations, N. Y., N. Y.
- Canadian: John Meakins, Supervisor, Athletics & Outdoor Education, Dept. of the Provincial Secy., Edmonton, Alberta

5:30-6:30 p.m. REGIONAL ELECTIONS (Election Headquarters— Parlor A)

- Chairman: Edward T. Mitchell, Recreation Supervisor, U. S. Steel Corp., Gary Works, Gary, Ind.
- Region I—East (Parlor B): Chairman: David Chapin, Manager Activities & Services Div., Equitable Life Assurance Society, N. Y., N. Y.
- Region II—Mid-east (Parlor C): Chairman: Charles Bloedorn, Director of Recreation, Goodyear Tire & Rubber Co., Akron, Ohio
- Region III—Mid-west (Room 131): Chairman: John Crnich, Employee Activities Director, R. R. Donnelley & Sons Co., Chicago, Ill.
- Region IV—South (Parlor D): Chairman: G. M. Matlack, Recreation Co-Ordinator, ARO, Inc., Arnold Air Force Sta., Tenn.
- Region V—Northwest (Parlor E): Chairman: Patrick Feely, Recreation Director, The Falk Corp., Milwaukee, Wis.
- Region VI—Southwest (Parlor F): Chairman: Ferris Brown, Recreation Advisor, Texas Eastman Co., Longview, Texas
- Region VII—West (Room 127): Chairman: Harry Clark, Manager, Personnel Activities, Nortronics, E. S. & E., Hawthorne, Calif.
- Region VIII—Canada (Parlor G): Chairman: H. J. Charrington, President of P.E.R.A., Polymer Corp., Ltd., Sarnia, Ont.

Evening OPEN



8:30 a.m.-5:30 p.m. NIRA OFFICE AND PRESS ROOM (Parlor A)

8:30 a.m.-5:00 p.m. REGISTRATION DESK (Ballroom Foyer)

8:30-9:00 a.m. EXHIBITS
9:00-10:30 a.m. SEMINARS

I SPORT SPECTACULARS (East Ballroom)

Chairman: Hugh Knott, Supervisor of Recreation, Delco Products Div., GMC, Dayton, Ohio

Noon-hour Casting: Ben Hardesty, Shakespeare Company, Kalamazoo, Mich.

Senior Bowling: Charles Jahn, U. S. Seniors Bowling Association, Park Ridge, Ill.

Judo Demonstration

II RETIREE ACTIVITIES (West Ballroom)

Chairman: Martha L. Daniell, Director of Recreation,
Nationwide Insurance, Columbus, Ohio

Jean M. Maxwell, Consultant, Social, Education & Recreation Programs, *The National Council on the Aging*, N. Y., N. Y.

III ADVANCED ADMINISTRATION (Parlors B & C)

Low Budget Programs: Cam Haslam, Recreation

Chairman: Roy E. Ellington, Recreation Counselor, Kaiser Aluminum & Chem. Corp., Ravenswood, W.

Supervisor, The Boeing Company, Seattle, Wash.

Discounts: Roy Lindberg, Executive Secretary, Bankers Club of New York, Bankers Trust Co., Inc., N. Y.,

Financing: R. C. Rogers, Board of Directors Chairman, Lockheed Employees' Rec. Club, Burbank, Calif.

N.Y.

10:30-11:00 a.m. EXHIBITS

11:00 a.m.-Noon "MY HUSBAND IS A RECREATION DIRECTOR"
(East Ballroom)

Chairman: Oskar Frowein, Recreation Director, Republic Aviation Corp., Farmingdale, N. Y.

Panelists:

Mrs. A. Murray Dick Mrs. G. M. Matlack Mrs. Fritz Merrell Mrs. Chester Pellegrin Mrs. Robert A. Turner

Noon OPEN

2:00-3:00 p.m. EXHIBITS

3:00-4:30 p.m. NIRA PAST PRESIDENTS "KOLLEGE OF KNOWL-

EDGE" (East Ballroom)

(Questions and Answers-General Session)

Chairman: Thomas G. Croft, Chief of Employee Services, General Dynamics, Fort Worth, Texas Panelists: Oskar Frowein, Recreation Director, Republic Aviation Corp., Farmingdale, N. Y.

John H. Leslie, Manager, Employee Recreation, Minnesota Mining & Mfg. Co., St. Paul, Minn.

Kenneth Klingler, Assistant Personnel Director, Consolidated Vacuum Corp., Rochester, N. Y.

Ben M. Kozman, Activities Manager, Thompson Ramo Wooldridge, Inc., Cleveland, Ohio

Carl Klandrud, Recreation Director, Allis-Chalmers M/g. Co., Milwaukee, Wis.

A. H. Spinner, Supervisor of Employee Activities, Armstrong Cork Co., Lancaster, Pa.

C. A. Benson, Director, Employee Activities, Kodak Park Works, Eastman Kodak Co., Rochester, N. Y.

4:30-5:30 p.m. EXHIBITS

Evening OPEN



8:30 a.m.-5:30 p.m. NIRA OFFICE AND PRESS ROOM (Parler A)

8:30 a.m.-Noon REGISTRATION DESK (Ballroom Foyer)

8:30-10:00 a.m. EXHIBITS (Close for Conference)

10:00 a.m. GENERAL SESSION (East Ballroom)

Chairman: Dave Chapin, Manager, Activities & Services Div., Equitable Life Assurance Society, N. Y., N. Y.

"Fitness In Industry"—Carter Burgess, President, American Machine & Foundry Co., N. Y., N. Y.

Film Report: Equitable Life Assurance film on Physical Fitness, produced in conjunction with the President's Council on Youth Fitness.

NIRA LUNCHEON (Windsor Room)

Noon

2:30-5:00 p.m.

Chairman: Fred Canaday, Recreation Director, General Motors Corp., Detroit, Mich.

Invocation: Rev. F. P. Eckhardt, St. John's Lutheran Church, N. Y., N. Y.

Introduction-Conference Committee: Larry Benjamin, Rockefeller Center, N. Y.

Keynoter: Dr. Kenneth McFarland — "Wake Up America"

2:00 p.m. REGISTRATION FOR VOTING (East Ballroom)

OF OFFICERS (East Ballroom)

Chairman: Robert A. Turner, Coord., Dept. of Com-

Chairman: Robert A. Turner, Coord., Dept. of Community Recreation, West Point Mfg. Co., West Point, Ga.

NIRA ANNUAL BUSINESS MEETING & ELECTION

7:00-11:00 p.m. ANNUAL BANQUET AND FLOOR SHOW (Windsor Room)

Chairman: 1962-63 NIRA President

Wives PROGRAM

SUNDAY, JUNE 17

2:00 p.m.

3:00 p.m.

7:30 p.m.

Noon

2:00 p.m.

Registration (Ballroom Fover) Noon **Exhibit Hall Opens**

Opening—General Session (East Ballroom)

Keys To The City-Marilyn Van Derbur (Miss America of 1958)

Welcome Reception & Tea (Windsor Court)

"Festival Of Nations"-Welcome Reception (Windsor Room)

MONDAY, JUNE 18

8:30 a.m. Continental Breakfast (Windsor Court)

9:30 a.m. Rockefeller Center NBC Tour

TV Show-Play Your Hunch

Luncheon Open

Make-up, Hair Styling and Fashion Show (He-

Open

lena Rubinstein Salon) Evening

TUESDAY, JUNE 19

9:30 a.m. Continental Breakfast (Windsor Court)

11:00 a.m. Wives Panel: 'My Husband Is A Recreation Director" (East Ballroom)

Noon Luncheon and Fashion Show at Stern's Department Store

Evening Open

WEDNESDAY, JUNE 20

9:30 a.m. Continental Breakfast (Windsor Court)

"Fun With Bows"-3M Company 10:00 a.m.

Noon NIRA Luncheon (optional)

Keynoter: Dr. Kenneth McFarland-"Wake Up America"

2:30 p.m. NIRA Annual Business Meeting & Election of

Officers (East Ballroom) 7:00 p.m. NIRA Banquet and Floor Show (Windsor Room)

THURSDAY, JUNE 21 (Optional) 9:00 a.m. Tour of the United Nations Building (Walk or

cab)

11:00 a.m.-2:00 p.m. Open House—Santa Rosa, W. R. Grace Lines Pier #57, Foot of 15th Street

4:00 p.m. Check Out



Membership Services

The National Industrial Recreation Association is a nation-wide, non-profit association, organized by industry to serve its members in national, regional and local industrial rec-

reation problems. Its purpose is to promote recreation as a sound management policy by improving the caliber of industrial recreation programs, raising the standards of the profession and helping each company director do a better job for his company and its employees.

NIRA's constantly growing services to industrial recreation and personnel services include the following:

Conferences: Throughout each year, NIRA conducts large scale national and regional conferences in which authoritative speakers and panel groups outline successful programs and give factual interpretations of new trends. In addition to the annual four-day National Conference, meetings are held in each of the eight NIRA regions.

Periodicals: Published monthly, Recreation Management magazine brings you comprehensive coverage of the latest developments, newest trends in the field. The NIRA Newsletter and Idea Clinic, also sent to you monthly, contain new and unusual ideas that help you develop activities and stimulate interest in your program.

Research Reports: Through its combined membership, NIRA is able to compile surveys of great value in judging the strong and weak points of your program, activity popularity and new trends in industrial recreation. Additional studies are continually undertaken to cover all phases of industrial recreation planning and supervision.

Reference Manuals. Program guides describing step-by-step procedures for developing special activities are in constant production. Now available: Standard Sports Areas, How to Set Up Tournaments, Employee Picnics, Industrial Bands and Orchestras, Golf for Industry, Let's Play Cards, Employee Flower Clubs, Let's Talk Travel and rules and instruction books on many sports.

Consultation Service: Whatever your problem, members of the NIRA Advisory Committee and staff are on call to help you. These men, all past presidents of NIRA, have many years of industrial recreation experience. Their recommendations are time-tested.

Management Information: A complete reference library of useful materials is maintained at NIRA Headquarters to assist in drafting club constitutions, promoting participation. Other services include insurance counsel and group coverage, personnel placement.

National Contests: Industry-only athletic and hobby contests are conducted by NIRA to help stimulate employee participation in their own company programs. Strictly amateur events are now being held in bowling, photography, postal rifle and pistol, fishing, skeet.

Company memberships are available to those firms and corporations or their employee recreation associations which are interested in the development and maintenance of employee recreation programs and facilities. These memberships may be obtained on the basis of the following dues-services schedule:

Class	Company Size	Annual Dues	Service
$\mathbf{A}\mathbf{A}$	less than 500 employees	<i>\$20</i> .	1
A	501 to 1,000 employees	35.	2
В	1,001 to 5,001 employees	<i>6</i> 5.	4
С	5,001 to 10,000 employees	95.	6
D	more than 10,000 employee	es 125	10

The column headed "services" indicates the maximum number of individuals in a company and/or its branches to whom complete services will be sent if desired, at no additional charge. Services beyond the maximums may be obtained for \$15. per year per service.



Exhibit Directory

Exhibit Hours

Following the grand opening Sunday noon, the exhibit hall will be open every morning at 8:30 and during one-hour intervals between scheduled conference activities. The exhibit hall will close at 10:00 a.m., Wednesday; thus 12 full hours have been scheduled to allow delegates ample time to meet and talk to each exhibitor.

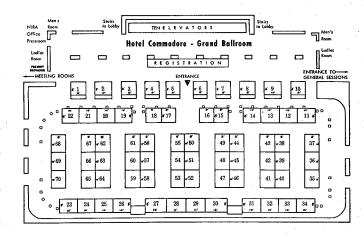
To make the most of this opportunity to examine the latest industrial recreation products and services, take the "two-trip" exhibit hall tour. First, make a general swing around the hall gathering materials at every booth on a "once-over-lightly" basis, noting individuals and firms with whom you may wish to discuss matters later.

Trip Two is more specific: now you get down to details, going back to selected booths, asking questions, discussing problems. Whether you buy or not, load up on materials, take them home and study each one to see how it can be made to work for you.



Exhibitors Representative

From the beginning, NIRA exhibitors have contributed greatly to the growth of the Association. As recreation directors, we count on them for expert help and advice. Representing the exhibitors this year is a gentleman known to many of you who have attended past conferences: R. Earl Jones, Sports Promotion, New York Office of A. G. Spalding & Bros., Inc.



Door Prizes

Once again, NIRA exhibitors have provided an outstanding array of valuable awards for door prizes.

To qualify for the door prize drawings, complete the stub on your Delegates Program Tickets strip and deposit it in the box at the registration desk. Be sure to list your latest purchase from an exhibitor. Door prize drawings will be held at hourly intervals in the exhibit hall, and prizes must be claimed during the hour. In addition, door prize drawings will be held promptly at the start of each General Session, at the luncheons, and the Banquet. Remember, if your name is drawn, you must be present to be eligible to win.

ADIRONDACK BATS INC. Booth 5 THE COCA-COLA COMPANY Dolgeville 5281 310 North Ave., Atlanta 1, Ga. McKinley Ave., Dolgeville, N. Y. Baseball, softball bats; toboggans, skis and croquet sets. George Latest vending equipment for Coca-Cola. Don Cowan, Wayne Mc-Connell, Frank O'Brien, Allen Connally, Fred Murray, Ty Barre Davis, Tony Davis Exhibiting for the 12th time Exhibiting for the 11th time AMERICAN BOWLING CONGRESS Booths 56, 57 CONELLE DISTRIBUTING CORP. 1572 E. Capitol Dr., Milwaukee 11, Wis. WO 2-3520 620 West 125th St., New York 27, N. Y. Non-profit membership services organization for male tenpin bowl-Industrial recreational services through Xmas parties, picnics, rides, ers. John C. Hilbert awards, gifts, novelties, premiums. Marty Berens, Bill Urann, Mollie Exhibiting for the 8th time Berens

AUTOMATIC RETAILERS OF AMERICA, INC. Booths 53, 54 3750 W. Devon Ave., Chicago 45, Ill. 583-1919 Complete automatic, combination automatic and manual, or manual tood service for all type locations. Charles H. Brinkmann, Vic Skogland, Olaf Harrington, Ed Feeney

AUTOMATIC CANTEEN COMPANY OF AMERICA Booths 44, 45 1430 Merchandise Mart, Chicago 54, Ill. DE 7-5900 Complete feeding and vending services, R. D. Gremp, Jr., Ed Carroll, Paul Duffy, R. F. Stokes, W. R. Calhoun, Roger Green

Exhibiting for the 12th time

Exhibiting for the 2nd time

BOIN ARTS & CRAFTS CO. Booth 7 91 Morris St., Morristown, N. J. JE 9-0600 Suppliers of materials and tools for all arts and crafts. Warren E. Boin, George Apgar, Robert E. Boin, Raymond Hann Exhibiting for the 1st time

JEROME H. CARGILL INC. Booth 15 140 Fifth Ave., New York 7, N. Y. OR 5-2810 Employee participation show. Frank Lloyd, Allan Quinn, Jerome Cargill

Exhibiting for the 3rd time

CHAMPION KNITWEAR CO., INC. Booth 14 BR 1-2235 115 College Ave., Rochester 7, N. Y. Processed sportswear. Joe Carroll, Sam Friedland, Harold Lipson Exhibiting for the 11th time

CONSUMERS AUTOMATIC VENDING, INC. Booth 62 59-05 56th St., Maspeth 78, L. I., N. Y. EV 6-3327 A complete vending food service for industry; manual and automatic cafeterias. Sy Goren, Art Berg, Walter Bloom, Joe Vanezia, John Christian, Joe Morris

Booth 37

TR 5-3411

Booth 13

UN 5-6100

Exhibiting for the 1st time

Exhibiting for the 1st time

CREATIVE EDUCATIONAL SOCIETY, INC. Booth 58 530 N. Front St., Mankato, Minn, 8-6273 Publishers of Creative Sports Series, covering 17 sports, and Dick Siebert's "Learning How Baseball." Paul Lyons Exhibiting for the 1st time

J. deBEER & SON Booth 4 66 Orange St., Albany 1, N. Y. HO 5-3345 Baseballs and softballs. Victor S. Francis, Richard Francis, Rudy Holler, Walter Francis Exhibiting for the 4th time

DUDLEY SPORTS CO., INC. Booth 59 633 Second Ave., New York 16, N. Y. MU 4-1974 Softballs, baseballs, pitching machines and athletic games. Chas. Budd Gilbert, Robert J. Freedman, James Clifford Exhibiting for the 1st time

ENCYCLOPAEDIA BRITANNICA Booth 43 551 Fifth Ave., New York 17, N. Y.

New 1962 edition of Encyclopaedia Britannica, Ralph Barry, J. Novak, D. Davis

Exhibiting for the 4th time

GAME-TIME, INC. Booth 6 Litchfield, Mich. 542-2345

Imagineered park and playground equipment, Robert S. Wormser Exhibiting for the 4th time

HARRISON-BRAUER-RIPPEL

Booth 3

Box 328, Ames, Iowa Area Code 515: 232-1589; Mpls. 612: 935-1765 Professional site planning consultants including employee recreation area and industrial park planning, Donald K. Rippel, Mrs. Donald K. Rippel

Exhibiting for the 3rd time

HILLERICH & BRADSBY CO.

Booth 68

434 Finzer St., Box 506, Louisville 1, Kv. JU 5-5226 Louisville Slugger bats; Grand Slam and Power-Bilt golf clubs. Jack McGrath, Stan I. Kazmark

Exhibiting for the 12th time

JEWEL CREATIONS

Booth 41

11 West 30th St., New York 1, N. Y. CH 4-0756 Jewelry Kits (frame and stones, cement) for making custom made costume jewelry. Seymour Middleton, William Holzer, Sylvia Holzer. Ilse Burns

Exhibiting for the 3rd time

KING LOUIE INTERNATIONAL, INC.

Booth 42

311 West 8th St., Kansas City 5, Mo. BA 1-2977 King Louie Bowling Shirts, Jack H. Glenn, Leo Talent, Mel Greenberg

Exhibiting for the 1st time

THE MAC GREGOR CO.

Booth 67 4861 Spring Grove Ave., Cincinnati 32, Ohio KI 1.3464 Complete service for all types of equipment for NIRA directors. Paul Movnihan, Jiggs Farrier, Rusty Saunders, Red Waltman

Exhibiting for the 10th time

THE MEXICO FORGE, INC.

Booth 22 McAlisterville 463-2194

Mexico. Pa. Engineered park and playground equipment. H. Wayne Haubert, W. H. Majeske

Exhibiting for the 3rd time

MINNEAPOLIS '63 CONFERENCE COMMITTEE

NIRA's 22nd Annual Conference & Exhibit, Pick-Nicollet Hotel, May 19-22, 1963, The Twin Cities bid you welcome to the Land of 10,000 Lakes. Co-Chm. LeRoy Gill, Minneapolis Gas. Co., John

Leslie, 3M Company

MINNESOTA MINING & MFG. COMPANY

Booth 36

Booth 35

900 Bush Ave., St. Paul 6, Minn. PR 6-8511 Industrial tape, magnetic tape, Revere Camera equipment, copying products. E. C. Johnson, Jr., R. H. Larson

Exhibiting for the 2nd time

MOFFETT & KLEIN CORPORATION

Booth 64

141 East 44th St., New York 17, N. Y. OX 7-1060 "Congratulations"—an industrial baby shoe program, John E. Klein Exhibiting for the 1st time

NATIONAL ASSN. OF AMUSEMENT PARKS, POOLS & BEACHES

Booth 18

203 N. Wabash Ave., Chicago 1, Ill. RA 6-1528 Publicizing advantages of using amusement parks for company picnics and outings. John S. Bowman

Exhibiting for the 11th time

NATIONAL BOWLING COUNCIL

3925 W. 103rd St., Chicago 55, Ill.

Bowling programs—services for adult industrial leagues and junior leagues under age 19. Ronald J. Dunlap

Exhibiting for the 7th time

NATIONAL COUNCIL, BOY SCOUTS OF AMERICA

New Brunswick, N. J.

CH 9-6000

A time tested program for boys 8-17; character-citizenship-personal fitness. James A. Hess, Arthur N. Lindgren

Exhibiting for the 3rd time

NATIONAL INDUSTRIAL RECREATION ASSOCIATION
203 N. Wabash Ave., Chicago 1, Ill.
AN 3-6696-97
YOUR national association, exclusively serving the recreational needs of business and industry for 21 years.

NATIONAL RIFLE ASSOCIATION OF AMERICA

1600 Rhode Island Ave., N.W., Washington 6, D. C.

Shooting programs for adults, families, and children, in industrial recreation. Paul B. Cardinal

Exhibiting for the 8th time

NEW YORK CONVENTION & VISITORS BUREAU, INC.

90 East 42nd St., New York 17, N. Y. Area Code 212 MU 7-1300

Information services, printed literature and other assistance to tour groups and individuals. Eileen Roddick-Roberts

Exhibiting for the 10th time

NORTHWESTERN GOLF COMPANY
3505 N. Elston Ave., Chicago 18, Ill.

Golf club manufacturer and accessory golf equipment. Leo G. French, Nat Rosasco, Jr.

Exhibiting for the 1st time

PENN EMBLEM COMPANY

2111 Eastburn Ave., Philadelphia 38, Pa.

Embroidered emblems and insignia as advertising and symbolic awards for sports activities. Guy T. Bucco, Robert Blumenthal Exhibiting for the 2nd time

PEPSI-COLA COMPANY
Booths 50, 55
500 Park Ave., New York 22, N. Y.
MU 8-4500
Pepsi-Cola, TEEM and Patio flavors. Bob Thomson, Jack Leonard,
Tom Donahue, Ed Elka
Exhibiting for the 10th time.

RAWLINGS SPORTING GOODS COMPANY
2300 Delmar Blvd., St. Louis 66, Mo.
CH 1-2900
Complete line of sporting goods. Judd Dunn, Bud Fidgeon, Jim
Phicos, Fred Aubachon, Jim Caposella, Dick Morgan
Exhibiting for the 12th time

SAUNDERS MFG. & NOVELTY CO.

Booth 16
708 Frankfort Ave., West, Cleveland 13, Ohio CH 1-3817
Picnic supplies, novelty hats, Christmas toys and packages for children. Dave Shanker, Mrs. Dave Shanker, Howard Shanker

Exhibiting for the 12th time

SAXONY UNIFORMS

230 Canal St., New York 13, N. Y.

WO 6-6290, WO 6-0808

Blazers for conventions, sales meetings, travel and award programs;
formal wear for glee clubs and chorus. Michael Saxony, Gerry
Saxony, Arthur Michaels

Exhibiting for the second time

THE SEVEN-UP COMPANY
Booths 69, 70
1300 Delmar Blvd., St. Louis 3, Mo.
GA 1-0960
Refreshing 7-Up served to all delegates and associates. John O'Shea,
Bill Scheetz
Exhibiting for the 7th time

SHAKESPEARE COMPANY
241 E. Kalamazoo Ave., Kalamazoo, Mich.
FI 4-0101
Fine fishing tackle, archery and golf equipment, E. R. Hames, Ben
Hardesty
Exhibiting for the 6th time

SICO MANUFACTURING CO., INC.

5215 Eden Ave. South, Minneapolis 24, Minn.

WE 9-4663

Sico TUCK-AWAY portable tennis table. Elton T. Jones, Kermit

H. Wilson

Fullifier for the 5th time.

Exhibiting for the 5th time

A. G. SPALDING & BROS., INC.

75 Varick St., New York 13, N. Y.

Complete lines of athletic and recreational equipment. R. Earl Jones, R. Sigler, C. Dorsa, R. Coughlin, F. Heery, F. Battaglia,

Exhibiting for the 11th time

L. De Freitas

THE SPORTSMASTER CORPORATION

18400 Grand River Ave., Detroit 23, Mich.

Creators of skill development devices for sportsmen and sportswomen the world over. Charles R. Miller, Margaret Miller, R. Zissman, William C. King, Robert J. Slavsky

Exhibiting for the 1st time

SPORTSMEN'S SERVICE BUREAU, DIV. SPORTING ARMS & AMMUNITION MFRS. INSTITUTE Booth 21 250 E. 43rd St., New York 17, N. Y. MU 6-1814 "How To" shooting sports activities, Gun Clubs, shooting leagues, etc. Jim Dee, Harry Hampton Exhibiting for the 2nd time

S & S ARTS & CRAFTS

Colchester, Conn.

537-2325

Excellent projects for arts and crafts programs. L. R. Seserman,

A. Slopak

Exhibiting for the 3rd time

SWISS MELODY CORP.

325 West 16th St., New York, N. Y.

Musical movable toys and novelties—stuffed toys from \$10.80 a doz., 30" bears, \$18.00 a doz. Irving Pukel

Exhibiting for the 2nd time

TANDY LEATHER CO.

33 East 14th St., New York 3, N. Y.

Set up a program of arts and crafts, and leathercraft. Raymond Egan, Neal Romano

Exhibiting for the 5th time

TRANS WORLD AIRLINES, INC.

80 East 42nd St., New York 17, N. Y.

Air transportation. Howard MacBeth

Exhibiting for the 4th time

WILD WEST WORLD, INC.

Hotel Superstition Ho, Apache Junction, Ariz.

The most exciting, healthful and economical family vacation program in the world. William Ripp, Jack Hare, Barth Dillon

Exhibiting for the 1st time

WILSON SPORTING GOODS CO.

2233 West St., River Grove, Ill.

Complete line of athletic and recreation equipment distributed by 27 branches. E. F. Reutinger, G. D. "Dud" Wallace

Exhibiting for the 10th time

WITTEK GOLF RANGE SUPPLY CO.

5218 W. North Ave., Chicago 39, Ill.

Golf supplies and accessories. George W. Lynn, Robert Wittek

Exhibiting for the 3rd time

WORTHINGTON GOLF INC.

125 Pine St., P. O. Box 700, Elyria, Ohio

FA 2-5401

Company name imprinted golf balls by the world's largest exclusive golf ball manufacturers. Jack Slater, J. F. Cruess, Jr.

Exhibiting for the 1st time



WE ARE PROUD TO HOST TWO YEARS IN A ROW NIRA'S CONFERENCE AND EXHIBIT







LBERT PICK HOTELS AND MOTELS

rmingham, Ala. . . Pick-Bankhead attanooga, Tenn. Albert Pick Motel icago, III. ... Pick-Congress Pick-Fountain Square ncinnati, O.

eveland, O. Pick-Carter lo. Springs, Colo. Albert Pick Motel lumbus, O. . . . Nationwide Inn lumbus, O. ... Pick-Fort Hayes

Evanston, III.... Pick-Georgian Flint, Mich. . . . Pick-Durant Huntsville, Ala. . . . Albert Pick Motel Miami Beach, Fla. Albert Pick Hotella Minneapolis, Minn. Pick-Nicollet Mobile, Ala. ... Albert Pick Motel

Detroit, Mich. Pick-Fort Shelby East Lansing, Mich. Pick Motor Hotel

Natchez, Miss.... Pittsburgh, Pa. . . .

St. Louis, Mo.

Montgomery, Ala. . Albert Pick Motel Nashville, Tenn. . . Albert Pick Motel New York, N. Y. . . . Belmont Plaza

Rockford, III. Albert Pick Motel

.Albert Pick Motel . Pick-Roosevelt Portsmouth, Va. . . . Holiday Inn Motel

.Albert Pick Motel

ANY ALBERT PICK HOTEL OR M St. Louis, Mo. . . . Pick-Mark Tw

South Bend, Ind. Pick-Oliver

Terre Haute, Ind. . . Albert Pick M Toledo. O. Pick-Fort Mei

Topeka, Kans.....Pick-Kansan Washington, D. C. . Pick-Lee Hou Youngstown, O....Pick-Ohio

FOR FREE RESERVATIONS CONT.



Marilyn Van Derbur (35-25-36), Miss America of 1958, will greet you at opening session Sunday afternoon. She likes skiing, swimming.

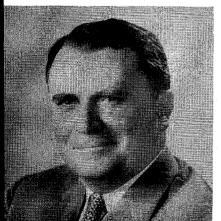
Charles Goren, who knows no master when it comes to the art of developing a winning bridge hand, has a few cards up his sleeve for the Conference. Be here—he'll deal you in on lots of better ideas for better bridge playing as well as valuable tips on organizing bridge tournaments.

Ben Hardesty of The Shakespeare Company, six-time U. S. Bait & Fly Casting champion, will be on hand at one seminar with lots of ideas on how to catch more fish. He'll put on a easting demonstration, with some help-ul pointers on building interest and participation in the sport of fishing,

In addition, there will be a wealth of panels and seminars which will over every important phase of recreation management and program planting. For details on these, and other Conference activities, consult your Official Program.

A chance to question the experts vill be offered to conference delegates when they confront the "Kollege of Knowledge" consisting of past NIRA residents. You'll not only have a lot of

arter Burgess, president of American Machine Foundry, will discuss "Fitness In Industry" at ne Wednesday morning general session.





Lawrence N. Stevens, Associate Director, Bureau of Outdoor Recreation, U. S. Dept. of Interior, will address Sunday afternoon session.

fun here, but you'll be able to get their thoughts and ideas on any phase of recreation programming.

Special events such as the annual banquet, Welcome Reception, and luncheons are entertaining highlights—and they also provide the opportunity to audition many exceptional speakers and entertainers for booking at special company occasions.

Headliners at the NIRA Banquet & Floor Show include Lillian Briggs—a young lady of exceptional musical and vocal ability; Corbett Monica who's colossal with crazy, mixed-up jokes, impersonations, gestures, and lampoons; and the zany, delightful, and impudently hilarious comedy team of Lew Black and Priscilla Nolen.

These, and many other activities are in store for those who plan to take advantage of the Conference & Exhibit. The rich and diversified 4-day program of forums, panels, seminars, and speakers offers a wonderful opportunity to improve recreation administration and program planning.

See you in New York!

Charles Goren, one of the world's foremost authority's on bridge, will address the Conference general session on Monday morning, June 18.



Exhibitors

NIRA Conference & Exhibit Adirondack Bats, Inc. American Bowling Congress Automatic Canteen Co. Automatic Retailers of America, Inc. Boin Arts & Crafts Co. Nat'l Council Boy Scouts of America, J. H. Caraill, Inc. Champion Knitwear Co. Coca-Cola Co. Conelle Distributing Corp. Consumers Automatic Vending, Inc. J. deBeer & Son **Dudley Sports Co.** Encyclopaedia Britannica Game-Time, Inc. Harrison, Brauer, Rippel Hillerich & Bradsby Co. Jewel Creations King Louie Bowling Apparel MacGregor Co. Mexico Forge, Inc. Minneapolis '63 Conference Committee Minnesota Mining & Mfg. Co. Moffett & Klein Corp. Nat'l Association of Amusement Parks, Pools, & Beaches Nat'l Bowling Council National Industrial Recreation Association Nat'l Rifle Association N. Y. Convention & Visitors Bureau Northwestern Golf Co. Penn Emblem Co. Pepsi-Cola Co. Rawlings Sporting Goods Co. Saunders Mfg. & Novelty Co. Saxony Uniforms Seven-Up Co. Shakespeare Co. Sico Manufacturing Co., Inc. A. G. Spalding & Bros. Sportsmaster Corp. Sportsmen's Service Bureau Swiss Melody Corp. S & S Arts & Crafts Tandy Leather Co. Trans World Airlines, Inc. Wild West World, Inc. Wilson Sporting Goods Co. Wittek Golf Range Supply Co. Worthington Golf Inc.





Board of Directors



ROBERT A. TURNER

Coordinator, Dept. of Community Recreation, West Point Mfg. Co., West Point, Ga., since 1940. B.S. from U. of Minnesota, M.S. from New York U. Winner of 1960 Helms Industrial Recreation Award. Previously served as NIRA Junior Director from Region IV.

OSKAR FROWEIN





Region I—East

OSKAR FROWEIN
Chairman, '56 Conference & Exhibit; played key role in development of Travel Council.

DAVID CHAPIN

Mgr., Activities & Services Div., Equitable
Life Assurance Soc., New York City.

Recreation Director, Republic Aviation Corp., Farmingdale, N. Y. and all branch plants since 1944. Charter organizer and past president of Long Island Industrial Recreation Assn. and Industrial Recreation Directors Assn. of N. Y. Graduate U. of Michigan.

ROBERT J. BENN Junior Directo Recreation Director for Grumman Athleti Association, Grumman Aircraft, Bethpage N. Y.

Immediate Past President







Region II—Mid-East

DANIEL H. ZIEVERINK Senior Director
Supervisor, Recreation, Gen'l Electric, Cincinnati, O. Active with Ohio AAU Commission.

CHARLES E. BLOEDORN Junior Director Dir. of Recreation, Goodyear, Akron, O. Member Olympic basketball team committee.

W. R. KELK
Junior Directo
Exec. Sec'y, EDEAA, du Pont, Wilmington
Dela. Doubles as State Chairman from Dela
ware.







Region III—Midwest
CHARLES HAGGERTY Vice Pres., Senior Dir.
Supervisor, Recreation, Ford Motor, Dearborn, Mich. NIRA Director since 1958.

JOHN P. CRNICH Junior Director Employee Activities Dir., R. R. Donnelley Chicago, Ill. Former NIRA Resolutions Chairman.

> WALTER DOWSWELL Vice Pres., Junior Di Recreation Director, Motorola, Chicago, I Chairman, NIRA Conf., '57; Dir. since '5





Region IV—South

FRITZ J. MERRELL

Athletic & Recreation Supervisor, Olin Mathieson Chemical Corp.,
Pisgah Forest, N. C. Also State Chairman, North Carolina. Became Senior Director upon Robert Turner's election to presidency.
The prominent recreator is former softball pitching champ.

G. M. MATLACK

Junior Direct
Recreation Coordinator, Aro Inc., Arnold Air Force Station, Tenne
see. One of the south's elder statesmen in industrial recreation, I
served for two years as Chairman of the national Fish-A-Rama Cor
mittee when the contest was held in his state.









FRANK DAVIS Treasurer

GORDON L. STARR Director of Research

DON L. NEER **Executive Secretary**

Manager of Lockheed Employees' Recreation Club, Burbank, Calif., for 20 years. Completing third term as Treasurer after previously serving as NIRA Director and Vice President. Recipient of 1958 Helms Athletic Foundation Industrial Recreation Achievement Award and 1959 Class D Helms Award. Active in eadership of youth sports activities eadership of youth sports activities.

Assistant Professor of Recreation, U. of Minnesota and Director, Coffman Memorial Minnesota and Director, Coffman Memorial student union. B.S. and M.E. degrees from U. of Minnesota, presently working on his Doctorate degree. In two years has greatly extended scope of NIRA research program including recent completion of the pilot study, "Does Industrial Recreation Pay?"

With NIRA since 1955, Former sports director for U. S. Junior Chamber of Commerce, 1951-55. Recreation superintendent for cities of St. Cloud, Minn., and Zanesville, Ohio, 1946-51. Five years with U. S. Navy directing. welfare and recreation programs. B.S. and M.E. degrees in physical education and recreation from U. of Minnesota.





Region V—Northwest

WARREN WALLGREN Senior Director

Recreation Supervisor, Theo. Hamm Brewing Co., St. Paul, Minn. Formerly active in theater, musical productions, TV, radio. Coorganizer, 1st Chairman, Greater Twin Cities IRC. Winner, '59 Helms Award. Author, NIRA State Chairman's Manual.



PATRICK W. FEELY, JR.

Recreation Director, The Falk Corporation, Milwaukee, Wis. Previously served as State Chairman in Wisconsin. Has shown leadership in work with Milwaukee County Industrial Council and Wisconsin Industrial Recreation Conference.





Region VI—Southwest

BERT GRANVILLE

BERT GRANVILLE
Senior Director
Recreation Director, McDonnell Aircraft Corporation, St. Louis,
Mo., since 1943. B.S. in physical education, George Washington
U. Former NIRA Missouri State Chairman. Played strong part in organization of the St. Louis Industrial Recreation Council



FERRIS BROWN

Junior Director

Recreation Director, Texas Eastman Company, Longview, Texas. Ardent campaigner in behalf of industrial recreation. Has been active in promoting and building the concepts of the profession and of the national Association.





Region VII—West

KENNETH KELLOUGH **Vice President, Senior Director**

Recreation and Welfare Administrator, North American Aviation, Inc., Los Angeles, Calif., since World War II years. Active in NIRA affairs since its earliest days, previously served two different terms as a member of the board of directors, 1947-49 and 1955-57.

HARRY W. CLARK



Junior Director

Manager, Personnel Activities, Nortronics Div., Northrop Corp., Hawthorne, Calif. Prominent Region VII administrator. Past Conference Chairman; worked hard to help assure success of the record-breaking West Coast Conference in February.





Region VIII—Canada

A. MURRAY DICK

A. MURRAY DICK
Director of Recreation, Dominion Foundries & Steel, Ltd., Hamilton, Ontario, Canada, since 1953. Previously served nine years as program supervisor during off-hours. Chairman, Hamilton Industrial Recreation Assn. Softball Division. NIRA Director since 1959.

H. JAMES CHARRINGTON

President, Polymer Recreation Club, Polymer Corp., Sarnia, Ontario, Canada. Past president of the Sarnia Industrial Recreation Council and Business Manager of Polymer Glee Club. Over 20 years in general recreation organization with emphasis on music.

Your NIRA State Chairmen



California Lee D. Corbin Aerojet-General



Connecticut Arthur Brauer

Georgia





Raybestos



Illinois Edith Campbell State Farm Ins.



 ${f A}_{
m s}$ the front line supervisors in NIRA

management, the State Chairmen are

the direct contact between the Associa-

They are your voice in the adminis-

tration of NIRA's services and activi-

ties. Get to know them. Let them hear

tion and its national membership.

This means they represent you.

Indiana Edward Mitchell U. S. Steel



Summers Jarrett

Chemistrand

Lloyd McKinnon Lennox Industries



Norman King Georgia Lockheed

Kentucky C. E. Gridley IBM Corp.

Montana

Orion B. Koppang

Anaconda Alum.



Maine, N. H., Vt. Gordon A. Fish Fairbanks, Morse





New York John Casey Carrier Corp.



Julius Nagy Cleveland Graphite



from you. Talk with them about the

things that concern you as a recreation

year term—State Chairmen play a vital

role in furthering the growth and de-

velopment of the Association, and of

sisting primarily of NIRA member-

ship promotion, retention, and encour-

aging participation in state, regional,

responsibility (within their respective states) to assist companies and recreation administrators in the development of recreation programs and activities. Moreover, your State Chairmen encourage the development of state and local industrial recreation councils, and participate in the planning of your Re-

Equally important, it is also their

As a result, the position is becoming increasingly important to the field of

industrial recreation and to the As-

In addition to those pictured here the following Chairmen served you

Alabama, Mississippi: Robert Crowder West Point Mfg. Company. Minnesota: Charles Hoyt, Minneapolis

South Carolina: Glenn Forrister, Saco

Tennessee: H. R. Payne, Union Carbide

Ontario: Keith Teft, Sarnia Hydro-Elec

Their responsibilities are many, con-

Appointed by the Junior Director of their NIRA Region—usually for a two

executive.

industrial recreation.

and national conferences.

gional Conferences.

during the past year:

Lowell Recreation Assoc.

Nuclear Company.

tric Commission.

Honeywell Regulator Company.

sociation.

Oregon R. Walter Ager Hyster Co.



Michigan

R. Fred Canaday

Pennsylvania Paul Wharton Thompson Ramo



Washington Cam Haslam Boeing



New Jersey Robert Sward

Bell Laboratories

West Virginia Roy Ellington Kaiser Aluminum



Wisconsin $Lawrence\ Luedke$ Milwaukee Gas

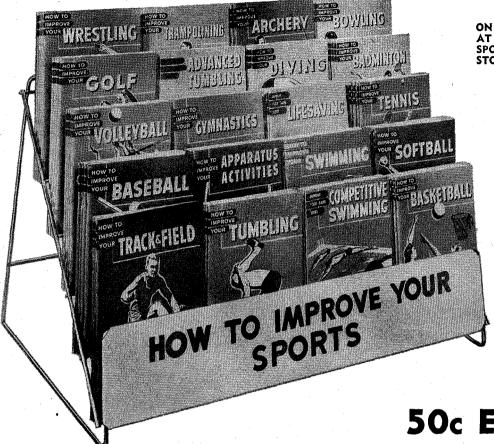


British Columbia $R.\ B.\ Middleton$ B. C. Electric Co.



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letic Institute

OF ATHLETICS, RECREATION AND PHYSICAL EDUCATION

Constantly "on the go," Robert Turner's active leadership earns sincere appreciation from the nation's industrial recreation administrators

President Turner Guides NIRA Through Successful 21st Year

Robert A. Turner, recreation director of the West Point Manufacturing Company, West Point, Georgia, and the first southerner to pilot the Na-

Attending Region IV Workshop at North Carolina State College, President Turner (right) is shown with Thomas Hines (left) of N. C. State College, Workshop director; and Fritz Merrell of Olin Mathieson, senior director.



tional Industrial Recreation Association, will bring NIRA's 21st year to a successful close when the industry's annual banquet is held June 20 at the Conference & Exhibit in New York.

In representing the nation's business and industry recreation administrators during the past year, Gentleman Bob called on his 33 years of experience in the field to make many contributions to recreation.

Certainly one tribute to the 1960 Helms Award winner will be the inauguration of the first certification program of industrial recreation administrators; NIRA thus becomes the first national recreation organization to certify its leaders as professionals in the field of recreation.

Since taking office in June, 1961, in Chicago, Bob Turner's presidential responsibilities have added up to many miles of business calls and official consultations across the United States.

In July, he met with recreation administrators in the south at a one-day conference in Kingsport, Tennessee.

Participating in the special NIRA Region IV Workshop in Kingsport, Tennessee, President Turner (seated, right) was joined by 15 other recreation administrators from four Southeastern states. Host for the occasion was Bob Delius (standing, second from right), recreation supervisor of the





October found him participating in a meeting of the NIRA Travel Council which was held at Chicopee, Massachu setts. While in the east, President Turner took time to address the Region Conference on the University of Massachusetts campus.

During the busy month of October he also participated in a Region II Round Table in Chicago, addressed th annual meeting of the Athletic Institute, and conducted a two-day NIRA board of directors meeting.

After the holidays, Bob hit the traagain. In February, after a stop in La Vegas, he attended the record-breakin Region VII Conference in Oakland California.

The following month, in March, tw meetings were on Bob Turner's agenda the public safety committee of the National Safety Council, at Jacksonville Mississippi, and the North Carolin Region IV Workshop, which was hel on the campus of North Carolina Stat College.

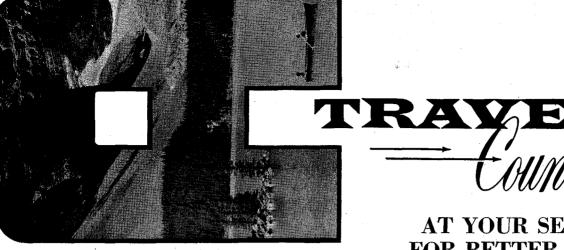
In view of the heavy schedule Pres dent Robert Turner carried throug the last half of 1961 and the first ha of 1962, it's a grateful Association the says "thanks" to Bob for his man hours of extra work on behalf of NIR and industrial recreation.

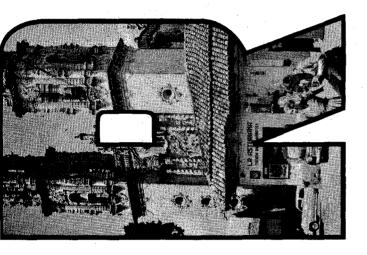
Just as sincerely, the Associatio says "thanks" to the West Point Manu facturing Company for its support an assistance.

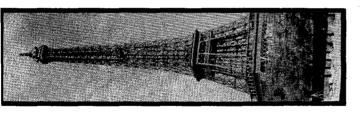
And, certainly, "thanks" to Bob wife, Verna Turner, and two sons, for the loan of the "Georgia Gentleman.

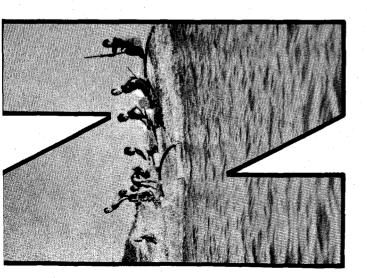
With their help, and with the assis ance of many others, Bob guided NIR through a successful 21st year as in dustry's national Association representing the vital field of employee service and recreational activities.

Tennessee Eastman Recreation Club. The Workshop was held in July.









AT YOUR SERVICE FOR BETTER GROUP TOURS

Ready to assist you in every possible way as you plan your next group travel tour for your employees. For your benefit, NIRA's Travel Council has gathered valuable information, and prepared a number of aids to make travel planning easier.

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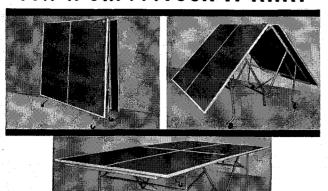
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Chicago 1, Illinois	wanash Ave.	
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Please send me your		ation
on travel clubs, tours,	regulations.	
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	, regulations.	
Name	, regulations.	

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You may be opposed to the idea, but here are the rules

TIPS ON TIPPING

I ipping has been defined by critics as "the wages we pay other people's hired help."

But regardless of how you feel about the practice, it's



not only here to stay—it's on the increase From the parking lo attendant to the chap who hands you atowel in the wash room, you're expected to show a little extra "financial appreciation" for service rendered.

Tippers fall int three categories: thos who don't tip enough those who tip to much, and those wh tip properly.

The first group is called a variety of names (dependin

upon the area), such as "stiff," "fishball," "frog," "snake, "lemon," and "clutch."

The big tipper, on the other hand, is referred as "mark," or a "live one." Psychologists claim the more ir secure you are, the more you fear the person you tip. An you usually end up giving him more than he may deserve

While tipping may be, as historians claim, a feudaremnant of the inequality between people, "the pittane bestowed by the lord of the manor," it remains that we must grumble and bear it. As a part of modern societ tipping has even taken on the glow of a status symbol.

And here's how much the "experts" recommend yo

pay:	
BARBER	. 25¢ and up
	.25¢ or 10% to 15%
	check
BELLHOP	.50¢ to \$1 for 1 to 3 bags
	(less in small cities)
CHAMBERMAID	\$1 per night; \$3 to \$5 p
	week
DOORMAN	25¢; if he garages your co
	75¢
HATCHECK GIRL	25¢
PULLMAN PORTER	. \$1 per_night
	25¢ per bag in addition
	fixed fee
SHOESHINE BOY	. 10¢
	15¢ to 25¢ minimum; 15°
• A • A • A • A • A • A • A • A • A • A	on larger fares
USHER AT BALL GAME	. 25¢
WASHROOM ATTENDANT.	25¢
WAITER	In average restaurant, 15°
	of check. In deluxe restaura

(and this could apply to Ne

York), 20% and up

RECREATION ROUNDUP

HAM CLUB TRACKS OSCAR

cross the country, many small groups dedicated radio amateurs are makg their mark in the conquest of ace.

One of these groups is the Ampex mateur Radio Club of Ampex Corp., edwood City, California, which parcipated in the recent OSCAR (Orbital atellite Carrying Amateur Radio)

The 44 Ampex men who are memers of the club maintained a comunication center for the project durg the 201/2 days the satellite circled e earth. OSCAR had been carried in ace in piggy-back style aboard the iscoverer XXXVI.

OSCAR is probably one of the most expensive space ventures yet atmpted. "Hams" designed and built eir satellite themselves. All time and aterials were donated free of cost.

The Ampex club has been in istence for 7 years, and formal meetgs are held every two weeks. Memrs hold daily lunch sessions, and the m shack is in use evenings and weekends throughout the year. Set up as a main communications disaster station for the Red Cross and Civilian Defense, the club annually holds a field day for communications practice.

SENIORS BOWLING

More than 300 bowlers—all 55 years of age or older-participated recently in the 3rd National Seniors Bowling Championships.

Sponsored by the United States Seniors Bowling Association, the tournament was held in Skokie, Ill. Oldest participant was Art Shogren of Chicago. He's 84. Another Chicago bowler, Ted Svoma, who's only 76, bowled a 255 game.

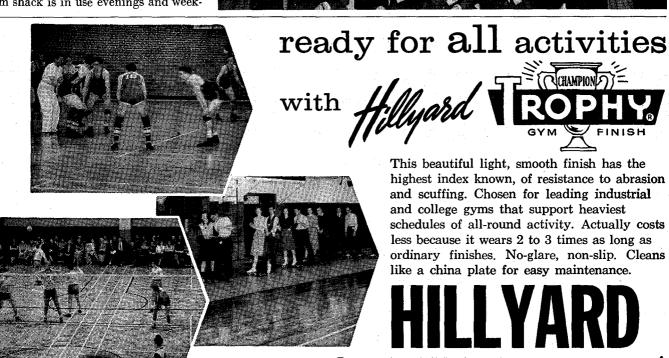
According to USSBA President Charles Jahn, "it was especially gratifying to see the large number of over-70 bowlers.

"Their sprited interest demonstrates most vividly that bowling is the single sport that the senior citizen can enjoy without fear of over-exertion.

Another highlight of the tournament was the initiation into the USSBA of six members of the ABC Hall of Fame.

The attendance was "A-OK," future planning was "all systems are go," when the St. Louis Industrial Recreation Council recently met at McDonnell Aircraft and toured the firm's facilities.





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for dances, etc. He's 'On your Staff Vot Your Payroll.'

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- Please have the Maintaineer get in touch with me. No obligation!

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imagination and resourcefulness are vitally important to the success of any

WHAT'S THE

industrial recreation director.

"Old stuff" is no fun. It's the fresh approach, the new wrinkle

BIG IDEA?

that make your program grow in popularity.

The big ideas which do the job best are reported each month in R/M.

When it comes to sports your age is not the most important thing to consider

PAST 40? SO WHAT!

Regardless of a person's age, there's a bit of "the athlete in everyone of us. This prowess, imagined or otherwise in which we take pride is a good thing.

But we have to be careful not to push a good thing to far—especially if we've reached that period in our life-time

when the experts tell us to take it easy.

Fortunately, "taking it easy" doesn't mean that we have to practically eliminate the fun we've previously enjoyed in the happy pursuit of recreation activities. However, it does mean that we must heed more carefully than ever before the counselling of medical specialists in the field of recreation.

The average person, according to published facts from a recent conference of the American College of Sports Medicine, can participate in active sports until he's 60 or older In doing so, however, he should follow the advice of ACSI physicians:

- No food for 3 hours before sports activity. And redrink within an hour before you start. About an hour before you begin, some water and salt is o.k. But not concentrates like salt or malt tablets. Important: avoid coffee and tea—or you're likely to see a "let down" in your plant.
- Get out to your center of activity early. At lea 15 minutes ahead of time. Then warm up for 10 minute Start slowly and ease into it. This reduces the risk of it jury, helps you play better, and do it longer.
- Once your game gets underway, don't hesitate rest periodically. This is especially true with a fast sporwhere you should stop every 30 minutes or so and relator as much as 15 minutes.
- Be aware of how you feel. If suddenly you becon "lightheaded," or feel "different," don't hesitate to call a ha to activity. If there's a sudden pain, slow down or quit a together. When the pain is gone, you can safely start agai
- Always take a "break" at a midway point in you activity. To quench your thirst, sip a couple ounces water, with a pinch of grain salt added, and a bit sugar. But don't eat!
- After the game, or workout, take some extra sa Tablets are good at this point. And salt in beer is recormended—but no Gin & Tonics!
- If you are past 50, never drink before your game. Alchohol dulls your reflexes, and this hurts your game. As it tends to make you more "accident-prone." Moreove even just one drink may encourage you to do more the you should, and this could really hurt!
- After a lot of exercise, don't jump right into a co shower or swimming pool. Bad for your blood pressur If your feet bother you, use mineral oil or Vaseline. N powder.
- If you have a weight problem, consider that e ercise acts as a buffer against fat. And late afternoon is t recommended time for sports, which, contrary to popul opinion, will cut down on your appetite.

RECREATION ROUNDUP

SERVICE-MINDED HIKERS

he Tennessee Eastman Hiking Club erforms a valuable service to the eople in its state, and to visitors.

As a member of the Appalachian rail Conference, the club maintains 12 miles of the Appalachian Trail. rom Damascus to Watauga Dam (37 iles) the club does the marking while ne U. S. Forest Service does the clearng. From Watauga Dam to Spivey ap (75 miles) the club has complete esponsibility for both clearing and arking.

According to Robert Delius, recreaon director, a unique system of "trail ams" accomplishes the task. The work voluntary; club members are not bitrarily assigned to trail teams. ach of the 14 trail teams consists of me half dozen volunteers.

Each team is expected to "hit the ail" once a year. The time is aringed by the team leader at the conenience of his team members.

Hugh Thompson and Stan Murray ead the Trail Committee.

NEW RECREATION HOME

ork has been started on a recreaonal home, near Marietta, Ga., for Lockheed-Georgia Company nployees.

Named the Robert E. Gross Recreaon Building, in memory of the late airman of the board and chief execuve officer, the building complex tually will consist of two structures. One will house the club's administraon offices, club meeting rooms, and

STRICTLY FOR CHUCKLES

For your enjoyment, we're pleased to announce that Frank Adams, the nationally famous syndicated cartoonist, will be a regular contributor to Recreation Management.

Starting with this issue, you'll be chuckling over his cartoons every month.



THIS BEING YOUR BIRTHDAY, I THOUGHT I'D PACK YOUR LUNCH PAIL AND WE COULD HAVE A PICNIC IN THE COMPANY PARK!

crafts shop; the second will provide space for a small arms range with space underneath for boat, sports car, and hot rod hobby shops.

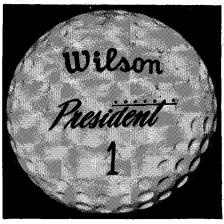
Scheduled for completion this summer, the two buildings will approximate 12,000 square feet. Construction is of face brick exterior with concrete block walls exposed inside the build-

The Robert E. Gross Recreation Building will serve as headquarters for such GLERC activities as the choral club, bowling, softball and golf leagues, sports car, radio and camera clubs, and many other off-time employee activities. Norman H. King is the club's manager.



discuss the new federal Bureau of Outdoor Recreation, the Federation of National Professional ganizations for Recreation met recently in Chicago, Ill., at the invitation of the Athletic Insti-e. From left to right, talking over the vital topic are Al LaGasse, Exec. Sec'y of American titute of Park Executives; Ray Butler, Exec. Dir. of American Recreation Society; Jackson derson of American Association of Health, Physical Education, & Recreation; Milo Christiansen, "Recreation Dept., Dist. of Columbia; Col. Ted Bank, President of Athletic Institute; Hugh nsom, Exec. Dir. of American Camping Association; Don Neer, Exec. Sec'y of NIRA.

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RUSHdozen Wilson PRESIDENT Golf Balls at 5.98 per doz. (5.75 in 6-doz. quantities or 5.50 in 12-doz. quantities)
Illinois Residents Add 4% Sales Tax
I enclose check, including postage as indicated in chart above.
Send Discount Golf Catalog—FREE.
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RIVINDUSTRY ITEMS

FISHING CONTEST OPENS

The 5th Annual National Postal Fishing Contest has started, and this year valuable merchandise awards await those recreation administrators who are most successful in promoting the contest to their employees.

Co-sponsored by the National Industrial Recreation Association and the American Fishing Tackle Manufacturers Association, the competition will run for three months only—June, July, and August. Monthly awards will be made.

Grand winner of the contest will be selected on September 16, and will be awarded an expense-paid fishing trip to picturesque North Manitou Island in Lake Michigan as guest of the Manitou Island Association. He'll make his trip in October.

WILD WEST WORLD

In the shadow of Superstition Mountain, an 80,000 acre recreation development is taking shape on Arizona's Apache Trail.

Known as Wild West World, it will provide an authentic atmosphere of the Old West for a 7-day and 6-night vacation program.

Guests will be known as "Wranglers," and they'll be able to enjoy a Lewis & Clark Trading Post, an Indian post and museum, and a "skirmish with outlaws." Wranglers will also visit Indian Village, the U. S. Calvary Fort,

Now—fly SAS to Europe **As low as \$285 round trip!**

Qualified groups of 25 persons or more fly to Europe for as little as \$285 per person, round trip, with SAS Jet economy Group fares! For details see your SAS travel agent or write

SCANDINAVIAN AIRLINES SYSTEM
Dept. QI, 638 Fifth Avenue, New York 20, New York

an Apache community, the Horse & Wheel Ranch, and Old Spanish Mission.

Set in the mountainous region northeast of Phoenix, Wild West World is scheduled to open in July, 1963.

INDUSTRIAL GOLF TOURNAMENT

Entries close August 13 for the 17th annual Mid-West Industrial Golf Championships, and now's a good time to plan ahead for this popular event.

Your key man is Ray O. Detrick, executive secretary of the tournament. Write to him at the Goodyear Tire & Rubber Co., Akron 16, Ohio.

The tournament is scheduled for August 18-19 on the Purdue golf course in Lafayette, Indiana. Recreation administrators who accompany their teams will be able to play Saturday morning in a management tournament at the Elks Country Club.

MARKSMEN TO BE HONORED

Champions of the 4th Annual Postal Shooting Matches will be named at the Awards Luncheon, Monday, June 18, at the NIRA Conference & Exhibit in New York City.

At this time, trophies will be awarded to individuals and teams on both a national and regional basis.

Presentations will be made by Franklin L. Orth, executive vice president of the National Rifle Association of America.

GETZOFF JOINS MACDONALD

Col. Benjamin Getzoff, formerly of Happiness Tours, has announced that he is now affiliated with the E. F. MacDonald Co., Chicago, Ill., as account executive of group sales.

Last fall, Happiness had merged with E. F. MacDonald, and as a subsidiary was operating under its own name.

R M THINGS TO WRITE FOR

LEARNING HOW-BASEBALL

240 pages with 500 sequence photographs of sound baseball fundamental and techniques by Dick Siebert, University of Minnesota, College Baseba Coach of the Year in 1956 and 1960 Published by Creative Education Society, Inc., Mankato, Minn. Price \$1.95

GOLF AIDS

A number of golf activity aids and in struction materials are available from the National Golf Foundation.

One clever little booklet, called The Easy Way To Learn Golf Rules, is is lustrated by more than 60 humorous cartoons and diagrams which do a outstanding job of clarifying many of the game's rules. The 80-page, 3 x inch booklet costs 15¢. With orders of 100 or more copies, the price is 10¢.

Write to the Foundation at 80 Merchandise Mart, Chicago 54, Illinoi

CLASSIFIED

RATES: regular type—15 tents per word: bold face type—25 cents per word. Copy must be received by 5th of month preceding issue in which ad is desired.

Well known Indiana firm wants full time re reation director to initiate and develop program and facilities for 5,000 employees. Full benefits. Beginning salary \$7,200. Collegraduate preferred.

Box #53—RECREATION MANAGEMEN

Desire position as recreation supervisor, any similar type position for which qualifie Excellent experience in athletics, organization, and supervisory work. Can assume learship in these as well as administratiduties. Have 100 hours toward Dr. of Ed. P.E. and Ed. Admin. Available immediate Married, 2 children.

Box #50—RECREATION MANAGEMEN

Canadian location preferred. Recreation rector, or assistant. Qualifications include pervisory abilities in addition to athle skills. Good references. Salary open. Sing Canadian citizenship. Available Sept. 1, 19 Box #51—RECREATION MANAGEMEN

Industrial recreation position, California cation preferred. Well rounded backgrou in sports and social skills, employment p cedures, financing and budgeting, industr relations, administration and supervisis Married. Salary open.

Box #52—RECREATION MANAGEMEN

Desire position as recreation director or ass ant recreation director. Background comple with leadership and administrative expeence; also athletic and social skills. Will had M.S. degree when thesis completed. Age Married. Box #54—RECREATION MANAGEMEI

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Complete line of golf supplies and equipment for indoor and outdoor practice ranges, golf courses and pro shops.

Golf mats, golf balls, golf clubs, and all types of netting for golf practice at wholesale prices.

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Drogram OUTLINE

NIRA 21st CONFERENCE AND EXHIBIT HOTEL COMMODORE, NEW YORK CITY 10 - 20

	•	UNE 17 - 18 - 1	7 - 20, 1702	
Sunday, June 17	Monday, June 18	Tuesday; June 19	Wednesday, June 20	Thursday, June 21
Church Services	Exhibits	Exhibits	Exhibits Drawings for Prizes	Board Meeting
	General Session Travel Regulations Goren on Bridge	Concurrent Seminars 1. Sport Spectaculars 2. Club Activities 3. Advanced Administration	General Session Management Forum on Recreation	U. N. Tour
Registration	Exhibits	Exhibits Wives Panel	Exhibit Hall Closes	
Exhibit Hall Opens	Awards Luncheon CIRA—Helms	Open Regional Luncheons	NIRA Luncheon Dr. Kenneth McFarland, GMC Consultant	Open House Tour Santa Rosa W. R. Grace Lines Pier 57
Exhibits	Exhibits	Exhibits	Registration for Voting	
Opening Session Welcome—Royal Ryan Fitness In Industry	Concurrent Seminars 1. Pros & Cons of Jr. Sports Programs 2. Rec. Adm. for Cos. Under 1,000 Employees 3. Multiple Plant Recreation Programs	General Session Past Presidents Panel "Kollege of Knowledge" (Questions & Answers)		Check Out (Late Privileges)
Exhibits	Exhibits	Exhibits	Annual Meeting	
Idea Round Tables: Recreation for Executives Civil Defense & Recreation Rod & Gun Clubs Libraries Camera Clubs Adult Education City (IRC) Councils Company Picnics				
Exhibits	Regional Election	Exhibits	Election of Officers	
Welcome Reception Host: TWA	Open	Open	NIRA Banquet & Floor Show	
	· •	Morning	Afternoon	Evening



	Morning	Afternoon	Evening
Sun.	Church Services	Exhibits Get Acquainted Tea	Welcome Reception
Mon.	Continental Breakfast	Rockefeller Center Tour NBC Show	Open
Tues,	Exhibits Wives Panel	Luncheon Stern's Dept. Store Style Show	Open
Wed.	Sightseeing Tour	NIRA Luncheon (optional) Annual Mtg. & Election	NIRA Banquet and Floor Show
Thurs.	U. N. Tour	Open House Tour Santa Rosa—Grace Liner	

Register in advance

DEADLINE FOR ADVANCE REGISTRATIONS — JUNE 1

REGISTRATION FEES:

RA Members (Company and Branch) \$40.00 n-members of NIRA \$50.00 ves (members and non-members) \$20.00 ily rates also available

ake checks payable to the National Industrial Recreation Assn.)

- Welcome Reception
- Awards Luncheon
 - NIRA Luncheon
- NIRA Banquet and Floor Show
- YOUR REGISTRATION INCLUDES:
 - Conference Program
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TODAY: Your reservation card and check. Your choice of hotel accommodations. **BOWLING WORKS FOR BUSINESS AND INDUSTRY**



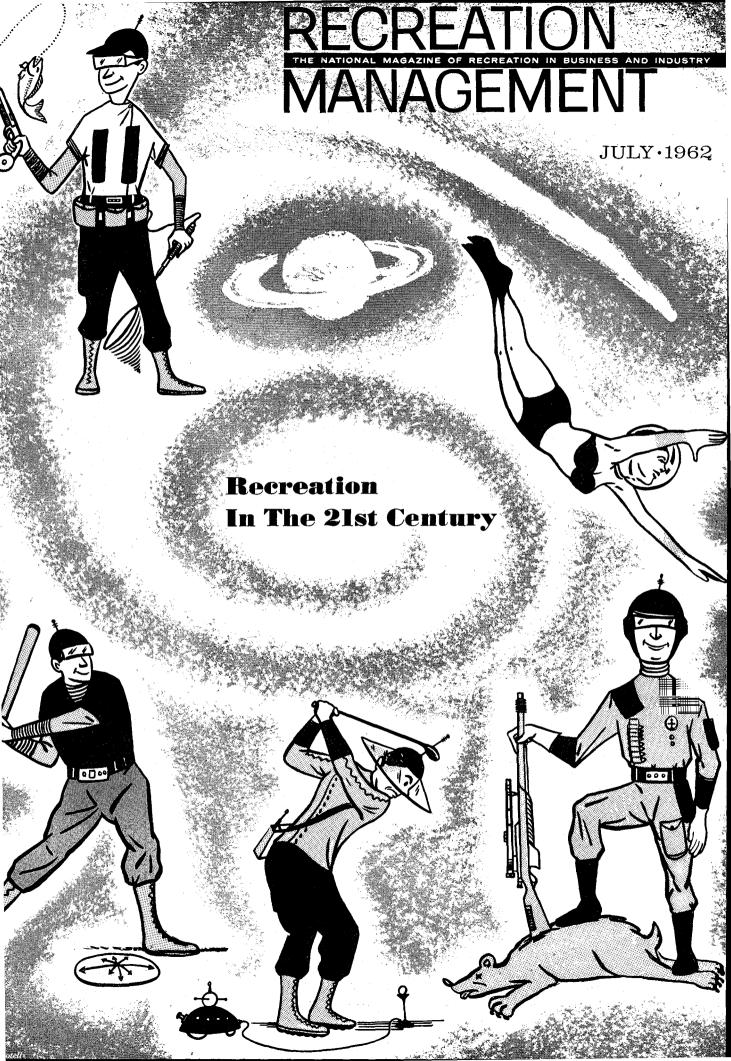
TEAMWORK BRINGS A TROPHY TO FRANK G. HOUGH CO.

The Frank G. Hough Co. championship bowling team stands with the trophy they won in the Lake County (Ill.) Tourney. They have reason to be smiling: they'll share a \$1500 check! But, more than that, they feel the spirit of teamwork which makes champions.

In the words of Personnel Director, Ray Gassler: "Approximately 15% of the total work force participates in this popular pastime, which does much to foster the spirit of fellowship amongst all departments." Whether you call it "teamwork" or "fellowship," it's that spirit that supports four bowling leagues, both men's and mixed leagues, in a company

of 1000 employees. It's the spirit you get with bowling! And, bowling is one of the least expensive company-sponsored sports. If you would like more in formation on how to organize bowling league activity in your company, write Brunswick Corporation, Recreation Dept. 66, 623 S. Wabash Ave., Chicago 5, Ill







... is NIRA membership important to industrial recreation administrators—the businessmen responsible for industry's field of employee activities?

... because the National Industrial Recreation Association, a service organization, is dedicated to the proposition that industrial recreation is sound management policy . . . that the recreation administrator is one of the most important members of management's team . . . that the image, the appeal, and the effectiveness of industrial recreation must enjoy constant growth and improvement.

For complete information, clip the coupon below and mail it in. No obligation.

	Industrial 18, 203 Nort I, Illinois		
	en: like to he nd me deta		
Name			
Title		·	
_			



PROGRAM AIDS

NIRA offers manuals, pa phlets, booklets on every ty of recreation activity.

MANAGEMENT DATA

A library of valuable inforr tion including sample club c stitutions, promotion and p licity ideas, special progr brochures.

INSURANCE

NIRA offers professional co sel plus special group accid insurance coverage.

RESEARCH

NIRA's surveys prove value in judging strong and w points, participation, trends of recreation progra

PERIODICALS

Every month Recreation Magement offers the best coverage of the industrial reation field. Also, the Newsletter and Idea Clinic tain new ideas to help b programs.

CONTESTS

NATIONAL

INDUSTRIAL

REGREATION

ASSOCIATION

To help build greater emplo participation, NIRA annu promotes a number of ath and hobby contests.

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JULY 1962

Volume 5, Number 7

President Kennedy's Outdoor Recreation Resources Review Commission conducted extensive research to project recreation needs into the year 2000. At the same time, our research staff got to wondering what the industrial recreation picture would be like by that time. You'll find our answer on pages 10



RECREATION IN BUSINESS AND INDUST

Published by the National Industrial Recreation Association. 203 N. Wabash Ave., Chicago 1, Ill. Phone: ANdover 3-6697

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- INDUSTRY MARKSMEN BREAK FIVE RECORDS
- BIG THINGS ARE HAPPENING AT NORTH AMERICAN
- 2006 A.D.
- HANDBALL IS HEALTHY RECREATION

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signs of the times...

IN APPRECIATION: NIRA sincerely thanks the member company which recently made a substantial financial donation to the Association. This donation represents 25 per cent of gross profits realized from the sale of carnival ride tickets. Originally scheduled for the benefit of company employees at their annual picnic, the carnival was held over for a second day and opened up to the entire community.

INDUSTRIAL RECREATION IS ON THE AIR. Created by the Milwaukee County Industrial Recreation Council and sponsored by Gettelman Brewery, "Industrial Sports Reports" is carried Monday through Friday at 7:30 a.m. and 3:30 p.m. by CBS station WMIL. In telling the story of industrial recreation to the people of Milwaukee, the series features lots of interviews, plenty of scores, and dozens of activities.

FISHING CONTEST. Entries are pouring in as the NIRA member-company postal fishing contest reaches the halfway mark. Remember—there are merchandise awards for separate winners for the months of June, July, and August, plus the Shakespeare Sweepstakes Award of a fishing trip to North Manitou Island for the national champion. For recreation administrators who send in the highest percentage of entries based on the number of employees, there will be special merchandise awards.

THE SHOES ARE ON THE HOUSE. A popular service provided by recreation departments at a growing number of companies is baby shoes. About all you need from the employee parent is his department and home address, and of course the baby's birthday and first name—which can be written in gold on the shoes.

FREEDOM VS. COMMUNISM. So that more employees can better understand the benefits of our democracy, Minnesota Mining & Manufacturing Company is offering a course "Freedom vs. Communism—The Economics of Survival." Lauded by the FBI, educators, and other groups, the course probes the basic differences between our free enterprise system and communism. Classes meet one day a week, from 3:30 to 5:30 p.m., for eight sessions. Books and other materials are furnished. The employee devotes one hour of his own time, and one hour is furnished by 3M. Several other courses in practical politics are also offered by the company.

BULLSEYE. Newest employee activity at Tokheim Corporation is archery. Organized early this year, the club now boasts more than 25 members. Shooting was held indoors during winter months, but has now moved outdoors to take advantage of good weather.

BOWLING CENTERS PROMOTE. Concern over sliding profits is causing a lot of bowling proprietors to try new approaches. To keep old customers and win new ones in the face of increasing competition, some are offering such special attractions as free fashion shows and reducing salons, as well as facilities for skating, swimming, and indoor golf. Others are organizing students from local schools into bowling leagues, while urging school officials to consider bowling as a physical education course.

SIGHTING-IN DAY. Assistance in sighting-in rifles and shotguns, instruction in firearms safety, and the pleasures of range shooting. These are the benefits promoted by the National Rifle Association through its Sighting-In Day—a special occasion designed to help shooting clubs build interest and members, and contribute to clean kills and safe shooting. To assist clubs in conducting a Sighting-In Day this year, NRA provides how-to-do-it information, suggestions, folders, posters, and applications.

a good deal on backdrops

We have two backdrops professionally painted with dyes which we would sell very reasonably to anyone who would be interested in producing "Guys & Dolls."

Dimensions are 17 feet high by 30 eet wide. One backdrop is of a modern design of the interior of the "Hot Box Cafe" scene. It can be used for just about any type of production where a abaret scene is required.

The other backdrop is a modernistic Broadway scene. It could be used in lmost any production calling for a idewalk scene. Both of these backdrops re done in dye colors on light canvas ease. Both have ½ inch pipe sections o insert into the bottom hem, while ops are equipped with ties for battens. These drops cost up \$50 each for

materials—plus \$110 each for professional painting. We would be happy to dispose of both of them at a package deal of \$200. This is over half reduction from actual cost-of which we were able to get a lower rate than is normally paid.

Both drops are in excellent condition and used only twice. We will pack and send freight collect.

> Mel C. Byers, Employee Services Director, Owens-Illinois, General Offices, Toledo 1, Ohio

used boxing ring wanted

Our desire is to build a boxing ring for the kids in our town. We feel that this would get them off the street and give them something to look forward

Would you please give me the dimensions and other requirements. We have tried in vain to get a used ring at any

If you know of an organization that has one, we would be glad to talk to them.

> B. T. Bobbitt, 1511 Lowe Ave., Chicago Heights, Ill.

RECREATION READING

FOR BETTER GOLF

IOW TO MASTER THE IRONS. ene Littler, The Ronald Press Co., 15 26th St., New York 10, N. Y., 118

This liberally illustrated book shows e golfer how to bring accuracy and infidence into his game through imroved use of the irons.

Fundamentals of grip and stance are scussed, along with the "address," ackswing, and downswing. Concludg chapters on pitching, chipping, indling the difficult shots, and playg the woods, are filled with sage ad-

ALL ABOUT TENNIS

ENNIS HANDBOOK, Bill Murphy d Chet Murphy, The Ronald Press 15 E. 26th St., New York 10, Y., 345 pages, \$5.50.

Here 24 great players and coaches t forth in detail the mechanics of the me and the techniques used in ecuting specific strokes.

They describe the relative merits of fferent styles of play, and analyze urt tactics and strategy. There are o discussions of the effectiveness of rious methods of teaching, practice, d conditioning.

ANGLER'S GUIDE

FRESH WATER SPORT FISHES OF NORTH AMERICA, Edward C. Migdalski, The Ronald Press Co., 15 E. 26th St., New York 10, N. Y., 431 pages, \$8.

Combining expert advice with intriguing stories and personal anecdotes, this well illustrated book offers a wealth of facts and entertainment for every fresh water angler.

Covering 20 families of fresh water fishes, the book is packed with tips on how to catch the fish you want—where and when he is most likely to be found, what tackle and bait to use, how to work the fish, and how to land him.

All important facts about each fish are set forth for quick reference, including 25 pages of identification charts and more than 100 photos.

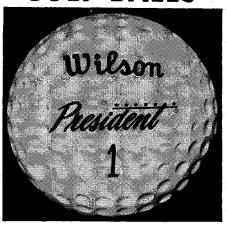
FAMILY CAMPING

RAND McNALLY CAMPGROUND GUIDE, Barcam Publishing Co., 241 S. La Brea Ave., Inglewood, Calif., approximately 200 pages, \$2.95.

More than 7,000 campgrounds in Canada and the United States are listed here in detail, with reference to the facilities and activities available at every location.

Each campground is numerically keyed to one of the full color road maps in the back of the book.

GOLF BALLS



New, Lively Gleaming-White Tough Cover with Hi-Tension Winding

> only Dozen

6 DOZ. FOR 34.50 • 12 DOZ. FOR 66.00

New, wonderful 1962 WILSON PRESIDENT golf balls that are custom-made for DISTANCE and DURABILITY—and specially priced so you spend less than 50c for a First Quality ball that's worth \$11.00 a dozen! Brilliant, lifetime white finish, on extra-lively rubber center. Available ONLY at UNIVERSAL—and unconditionally guaranteed by us and by WILSON! Immediate delivery from our huge, fresh stocks!

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When ordering golf balls, you might like us to personalize them at small additional cost . . . for gifts . . as golf outing souvenirs . . . or for yourself. One-line imprint up to 18 characters (count letters AND spaces). One-day service!

PERSONALIZING CHARGE

LOW DELIVERY CHARGE ON CASH ORDERS

If your remittance accompanies order, the fol-lowing low handling and postage charges apply:

up to 6.00...add \$.25 6.01 to 12.00 add .50 12.01 to 25.00 add .75 25.01 to 50.00 add 1.00

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	Indicated in chart Send Discount Go AME		
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MONEY-BACK GUARANTEE

OP MANAGEMENT SPEAKS:

Mr. Nickels' remarks have been condensed from his address at the Industrial Recreation Conference, which was held recently in Worcester, Massachusetts.

A Good Recreation Program Proves A Boon To Management

Our recreation program comes under our personnel department and is the direct responsibility of our full time recreation director Howard Honaker, who a year ago had the pleasure of accepting a Helms Award for the best recreation program of companies that employ between 500 and 1,000 people. We are also very proud of the fact that Howard has just been made a Certified Industrial Recreation Administrator.

Now let me explain how our program is organized. It's name is 'The Faultless Rubber Company Athletic Association sponsored by The Faultless Rubber Company.' The money to finance the many activities comes from company monthly appropriations, plus vending machine profits, bowling league fees, and rental income of the Memorial Building to outside groups.

The money is allocated to different sports according to the number of participants and I can assure you that management, from Mr. Miller our president, on down take an active and vital interest in the affairs of the association, and participate in many discussions of the program, its financing, its operation and results.

I mentioned earlier the fine relationship that exists between management and employees, and between company and union, and I can assure you that we of management believe that our recreational program contributes heavily to this fine relationship.

To show what the union thinks of it, let me quote from a statement made by our union president, when he said "the union agrees with management, that a well-rounded recreation program such as we have at Faultless is essential in a factory. As shown by the number of participants, Faultless employees appreciate this fine program very much. The union encourages employees to participate in this program, and knows that the program will continue to grow."

Another fine contribution that we believe this program has made to our company is the way in which it has been a vehicle to attract some fine young men to our organization. For example, our personnel director, a former star athlete in local high school and college circles, came to us because of our athletic program and was a team member in softball and basketball. Another example is the man who has charge of our safety program and is a member of our personnel department. He is a star pitcher on our ball team. We have just assigned a new man in charge of production control, who came to us last year, to participate in softball—a school teacher, he has decided to stay with us

Robert W. Nickels
Executive Vice President
Faultless Rubber Company

permanently, and is a young man on whom we are building for the future.

Four other members of our softball squad are active employees and there is no doubt in our minds that they will be with us for a long time and will contribute heavily to the success of our company. I can truthfully say that if these men never again swing a bat or throw a ball, they are excellent employees, popular members of our organization, and the type of individuals it is pleasant to work with, and to count on for the future.

What about keeping the employees we have? There is no question but that our fine program has contributed materially to our very low personnel turnover proven by these figures. 73 per cent of our employees with more than five years service; 49 per cent with more than 10 years service; and 16 per cent with more than 20 years service. Last year we lost only 13 clock card employees by discharge or resignation.

Last but not the least important contribution our recreation program has made to our company welfare is in the area of community relations. Our Memorial Building is used by many civic groups for various functions at a nominal rental fee; our participation in industrial leagues is outstanding and so recognized.

And last, our ball team is almost considered a "town team" as indicated by the support it receives from non-employees and the publicity it gets all over the state. Crowds of upwards to 2,000 cannot all be Faultless people.

Finally management interest in the recreation program is indicated in a personal as well as a financial way. If you happen to be in Ashland some evening this summer when the ball team is playing, come out to Brookside Park Field where we will introduce you personally to practically everyone of the management group, many of them with their families.





.22 rifle team champions of General Electric Rifle Club: Andy Pierce, Jim Jones, Earl Peebles, Lyle Gifford, alternate Francis Drabic.

Goodyear employee wins expense-paid trip to Manitou

Industry Marksmen Break Five Records

Kecords are made to be broken, a recreation-minded philosopher once said.

And this is what nearly 500 industrial sharpshooters must have had in mind when they competed in the fourth annual Postal Shooting Matches, co-sponsored by the National Industrial Recreation Association and the National Rifle Association. When the smoke had lifted, five records had been smashed, and another equalled.

- General Electric's Activities Association Rifle Club Team #1 scored 769 to beat Ford's mark of 765.
- T. N. Bowers of Georgia Lockheed Employees Recreation Club scored 191 in the individual pistol event to erase the ecord of 187 set by Jack McNeil of Olin Mathieson.
- IBM's Pistol & Rifle Club, Team #1, fired 717 in pistol ompetition to better the 707 shot by Champion Paper and Olin Mathieson teams.
- Earl Pettibone of Lockheed hit 196 in CO₂ gas-operated istol competition to improve on the 193 achieved last



Members of IBM's Pistol & Rifle Club, Team #1, .22 pistol champions: Winston Taylor, Ralph Altonen, Erven Meddaugh, Ernest Arico.

year by teammate Harry Groh.

- Repeating as champion in the CO₂ pistol event—but scoring 777 as compared to their previous 758—was the Lockheed Employees Recreation Club team.
- W. E. Summers of Goodyear tied the mark set last year by T. Y. Wu of Ford when he hit 198 out of 200 to win the .22 rifle competition. Bill was runner-up for three years.

Bill Summer's shooting skills won him more than just honors and a trophy. In October, he will also collect an expense-paid, three-day hunting trip on North Manitou Island in Lake Michigan. He'll be guest of the Manitou Island Association.

.22 rifle champ Bill Summers (left); .22 pistol winner T. N. Bowers.





NATIONAL CHAMPIONS-1962 NIRA-NRA POSTAL SHOOTING MATCHES

2 CALIDER RIFLE & FISIOL	
AM RIFLE CHAMPIONS	
eneral Electric Activities Assoc. Rifle Club Team #1, Erie, Pa.	769
rd Motor Company Team #1, Dearborn, Mich.	766
oodyear Zeppelin Rifle Club Team #1, Akron, O.	763
ckheed ERC Rifle Team #1, Sunnyvale, Calif.	760
AM PISTOL CHAMPIONS	
M Pistol & Rifle Club Team #1, Poughkeepsie, N. Y.	71 7
inchester Gun Club Team #1, Branford, Conn.	717
ckheed Employee Recreation Club Team #1, Sunnyvale, Calif.	715
odak Park Athletic Assoc. Pistol Club Team #1, Rochester, N. Y.	710
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Big Things Are Happening At North American

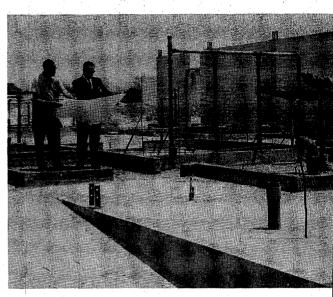
North American Aviation's recreation program for its employees has been one of constant expansion. The program has kept pace with the growth of the company. It's based on the premise that wholesome, leisure-time recreation contributes to the physical health and mental stability of the individual which, in turn, benefits the firm.

Twenty-five years ago, a number of employees at North American Aviation in Los Angeles, California, got together and formed an unusual organization. They called themselves the "Flying Horsemen."

Today this English-mounted group is but one of hundreds of recreation activities which the company's thousands of employees may consider to fill a portion of their leisure time.

Since the very beginning, when the first groups at North American formed to pursue their favorite activities, the company's facilities have mushroomed to where the recreation departments of the various divisions now administer well over 100 acres. According to K. L. Kellough, who heads the firm's far-reaching recreation program, there are now six facilities in operation. One is located in Columbus, Ohio, another in Neosha, Missouri, and four in California.

The first of these facilities was started shortly after World War II at the Los Angeles division. With funds from vending machines within the plant, a clubhouse was erected on a 14-acre site. This building consists of an auditorium with stage and seating for some 400 employees, kitchen, club rooms, rest rooms, locker and shower room, and office.



G. A. Best (right), Autonetics Recreation and Welfare Administrator checks plans of the new steam and locker rooms with W. L. Chapman The exercise room will also be located in this wing of the clubhouse.

Other facilities at this location now include four softbal diamonds (two lighted), two picnic areas with tables children's playground equipment, volleyball courts, horse shoe courts, archery range, and a newly-developed pitcl and putt course.

But as North American has grown, so has its needs fo additional facilities. This has been the attitude of manage ment in the past—and it holds true today. Now, for the employees of the Autonetics division, the newest center is being developed on 20 acres of land at Anaheim, California

Most facilities at the center are expected to be ready by the 1st of August. Included is a unique, 3-section swimmin pool; clubhouse with exercise facilities for fitness-minded employees, steam shower, locker room, and seven larged meeting rooms as well as two softball diamonds, a field house, snack bar, picnic grounds and shelter, and larged outside amphitheatre with stage.

The youngsters haven't been overlooked, either. For the children of employees, there'll be a 35-foot spray poor and two fully-equipped play areas.

Future plans call for a nine-hole pitch-and-putt go course, an auditorium with adjoining kitchen facilitie craft shops, shuffle board, tennis, and horse shoe courts.

ONE FLOOR STRUCTURE

Containing 14,000 square feet of floor space, the clul house is a one-floor, two-wing structure. These wing border two sides of the pool area. Meeting rooms are lecated in one wing, while the exercise room, and stear shower, and locker rooms are in the second.

The swimming pool is designed in three sections. It is cludes a diving area and two swimming areas. To provid for competitive events, the large swimming area is marked off in four lanes. Dressing rooms and showers are being located next to the clubhouse.

Featuring a center spray, the children's wading pool being constructed away from the main pool, and adjace to the picnic shelter and general playground areas. For safety precautions, the water will measure from four eight inches deep. Separate play areas, with suitable pla ground equipment, have been designed for two age ground.

When not in use, the playground equipment will be cored in the field house, next to the softball diamonds. A nack shop will be located at one end of the field house.

The picnic shelter will have a lattice cover and separate ating areas. Across the playground from the shelter, a icnic grove will feature portable barbecues. At the outdoor mphitheater, employees will be able to enjoy stage shows and evening movies.

Under the direction of Cap Best, Autonetics administraor of Recreation and Welfare, the recreation center is nanced and maintained by North American Aid—a nonrofit corporation whose funds are derived from commisons on vending at North American Aviation facilities. terman Hechinger serves as supervisor of the park facilies and staff.

Meanwhile, at the Los Angeles division recreation center, hich is under the direction of E. A. Emmick, recreation tanager, work is also underway on a building and improvement program.

According to Mr. Emmick, the project will include new ubrooms, new lighting for outdoor facilities, and improvement of the picnic and other areas. Ground has been roken for two 25 x 60 foot clubrooms. If necessary, these an be divided to give a total of four new rooms.

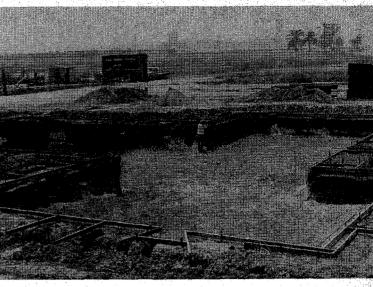
EM POLISHING

"One section already has been contracted for by aromic, the division's gem and mineral club, for its gemolishing and cutting equipment," Mr. Emmick reports.

Another activity at North American which has enjoyed apid expansion is the electronics club, which soon will get 20×30 foot addition on its present building.

Improved lighting is also planned for several of the icilities, according to Mr. Emmick. Lighting fixtures on the baseball diamonds are being replaced with more poweral ones. At the same time, work is also underway on lights the archery range, which is being fenced off from other reas.

Due for expansion is the picnic area, where the shelter ill be extended. Also, a modern circular, hooded fireplace being built in the center of the area, while a barbecue being added to the southeast corner. A gas hookup will



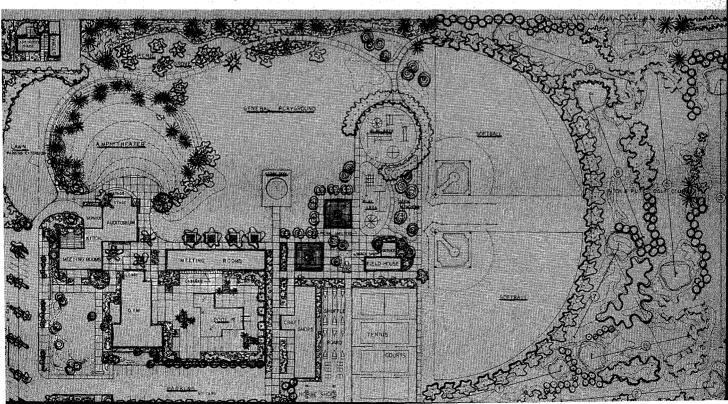
Workmen prepare forms to pour the sides and floor for new swimming pool at the Autonetics Recreation Center. The 150,000-gallon pool, along with other facilities, are scheduled for completion in August.

be installed for fireplace and barbecue. At the same time, the picnic building is being moved from its present location in the center of the recreation area to where it will adjoin the shelter by the new facilities.

North American's Los Angeles division employees will be enjoying a new activity, too. Construction of three lighted tennis courts is nearly completed at the northwest corner of the recreation field.

As the construction, expansion, improvement, and modernization of the recreation facilities at North American Aviation continues, more and more employees will take advantage of the firm's diversified programs. And this is what management wants—because it knows that it will benefit from these programs, too.

When completed, layout of the new Recreation Center in Anaheim will follow the outline of this master plan. First phase of construction will be completed this summer. The Center is financed and maintained by a non-profit corporation whose funds are derived from vending commissions at North American Aviation.





Recreation in the 21st century!
To determine future needs, the
Outdoors Recreation Resources
Review Commission came up with
facts and figures shown in the
graph on the right. But here's
what industrial recreation might
be like at your company some
Friday afternoon in the year...

2006 A.D.

Thank God it was Friday! Bill glanced at his watch and wiped his hand across his desk once more.

Another day, another dollar, he thought as he straightened the stack of papers. First thing he'd take care of Monday was that requisition for additional summer equipment.

Of course, he'd been telling himself this for the last three days. Sometimes this job as recreation administrator . . .

His thoughts were interrupted by a knockedy-knock-knock-knock at the door.

"Hey, Bill. What're ya gonna dowork all week-end?"

"Hello, Ralph. Be with you in a minute."

"Don't want to hurry you, buddy, but we gotta go some if we're gonna have supper in Africa. And it's after 4 now."

"Which vehicle have we got for the week-end?"

"Old Number 7, Bill. It won't do more than 1,800 miles an hour, so hustle."

A few minutes after Bill and 43 others had climbed aboard the Ace Company's Employee Recreation Association Space Pool Unit #7, the craft was cruising at 120,000 feet. Bill unhitched his seat belt as the caution light flicked off. He gazed thoughtfully out the window for a moment, but easterly winds had pulled a blanket of clouds over the scenery.

Settling down in his seat, Bill touched the button that activated his compartmentalized TV panel. Soap opera. Too much TV anyway. It was on all day long at the office. A vital

link in personnel communications, said top management.

Bill deactivated the TV and picked up a magazine and thumbed the pages. A recent issue, it was dated July, 2006. An advertisement caught his eye and he began to read.

"For golf league players who insist on maximum comfort and minimum scores, our equipment is unconditionally guaranteed . . .

"Revolutionary new power pack utilizes dynaphysical principles to put extra power into your swing . . .

"To aid the industrial league golfer in control of his game, this Electronic Turtle records such essential data as distance of drive, tells whether it hooked or sliced. Complete with special tee, the unit reveals how certain flaws in the swing can be corrected . . .

"Approved for tournament play, the WingDing golf ball transmits a "ping when hit; helps eliminate lost goballs..."

Bill flipped a few more pages of the magazine. An ad on baseball equipment caught his eye.

"Electronically-controlled home platautomatically determines balls an strikes. Eliminates need for umpire immune to batters' gripes; never cal 'em wrong . . .

"Other equipment includes carequipped with special electronic transmitters which allow players to receivall signs and assignments from the bench; adds runs for your team because of fewer missed signals...

"Other lines feature clothing ar boots designed for full-time temper ture control and comfort . . ."

He'd have to check on one of tho home plates next week, Bill thought







himself as he turned to another ad, this one on fishing.

"The modern fisherman," the ad began, "is sporting the new hand-gun fishing rod which extends and contracts merely by pressing a button on the handle. Especially valuable for use in rugged terrain. All-purpose net also adjustable—both in length and size of basket. 90-day guarantee...

"Revolutionary new glasses for fisherman can be adjusted to any shade, depending upon the weather. Just press a button, and 'ditto,' your vision is improved. Can be manufactured to meet individual prescription lens specifications."

Bill had bought a pair of these new glasses, or goggles, just last month and they worked pretty good, he thought to himself. A little high priced, perhaps, but then what wasn't. Besides, it was almost his birthday. His wife had been remarkably understanding about it. He'd have to do something nice for her.

"For better shooting," claimed the next advertisement, "Employee Gun Clubs will want to consider this rifle which, when setting on target, autonatically allows for wind and elevation . . .

Good idea, thought Bill.

"... and our highest quality clothng for hunters contain many extras uch as built-in compass, and speciallylesigned pockets for slide rules, maps, mmunition, and food ...

"For hunters of all ages, the deluxe unter's cap contains a built-in short vave radio, which hunters may use to ontact other members of their Club, r—if necessary—the nearest game varden . . ."

Bill was about to close the magazine when his eye wandered onto a swimming suit ad. Pictured was an attractive lass as she soared from the high board into the water.

"Miss America of 2005 recommends Splashbest Bathing Suits" revealed the advertisement.

"I like Splashbest Bathing Suits because . . . ," she said.

The rest of the copy went on to disclose the qualities of the water-repellent suit constructed of a series of "unique bands" which allowed for easier breathing. According to the ad, "the special material reflected all of the sun's rays considered to be dangerous or unhealthy, but allowed those considered by leading doctors to be beneficial to penetrate to the body.

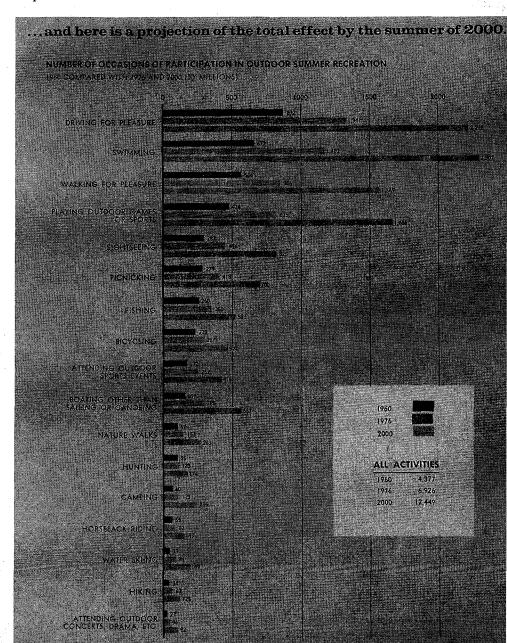
"As a result," the ad quoted Miss America as saying, "I enjoy a healthy tan over my entire body instead of just a few exposed areas. This is why I like Splashbest best!"

Suddenly Bill noticed that the caution light was on. He must have dozed. Ralph hollered at him to fasten his seat



belt. And, down below there was Africa. Boy, he thought to himself, he was ready to enjoy it.

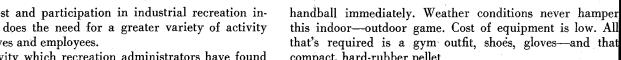
As Bill climbed down from the ERA Space Pool Unit #7, he wished they'd been able to requisition one of the newer spacemobiles. They were a lot faster than old Number 7—which the club had purchased with vending profits back in the summer of 2001 AD



Mort Leve Executive Secretary U. S. Handball Association

Handball, like calesthentics, fits into any physical fitness program. A fine conditioner, it's also a lot of fun. What's more, players can take it easy and still enjoy the benefits of the game.

Handball Is Healthy Recreation



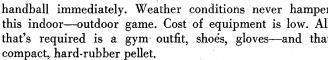
As interest and participation in industrial recreation increases, so does the need for a greater variety of activity for executives and employees.

One activity which recreation administrators have found to be a fine conditioner is handball. The oldest of games with origins dating back 10 centuries with the striking of a ball against a wall—handball can play a major part in promoting physical fitness during the post-school pressures of business and industrial activity. A competitive anecdote, it provides healthy exercise that requires only an hour's workout.

There's real fascination in four-wall handball—a little like billiards, but with a lot more physical effort. The player must study and learn shot angles, position, and maneuvering. Not a game of sheer power, handball emphasizes court coverage, the use of both hands, and the ability to develop split-second thinking and action.

Anyone who has engaged in competitive sports takes to

As with many activities, handball can be played at a slow tempo and strictly for fun. Or, as shown in this picture, it can be played at a fast and furious pace. Note intenseness of referee at left as Oscar



HANDBALL LEAGUES

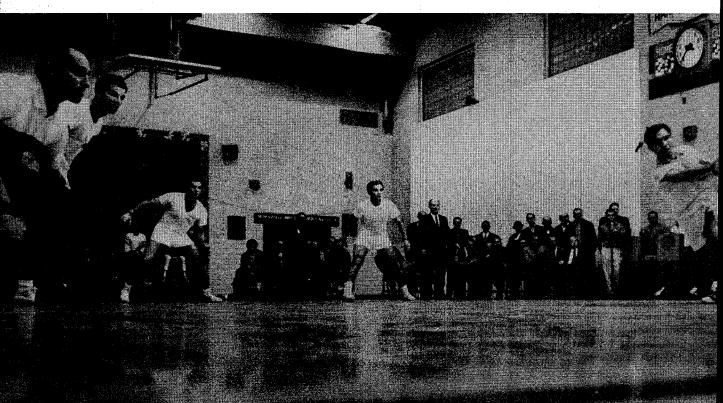
Most metropolitan areas have handball leagues organized to play on the many courts available today, and recreation administrators could put together a number of teams from employees who would enjoy learning more about the game. As participation increased, consideration could be given to uniforms, and other promotional possibilities which help to build good will.

More recreation administrators should explore the possibilities of constructing indoor or outdoor courts on company grounds. While the costs of building handball courts varies as to location and materials used, an indoor court

continued on page 15

Obert of New York, reigning titlist in both singles and doubles, shoot for the "kill." The game can require only a single 16-foot high wall.

photo by Martin Schneider for Sports Illustrate



Helping To Build Physical Education and Recreation



The Athletic Institute's 16mm motion pictures, listed here, are seen annually by more than 30 million people. These films are busy at work promoting and helping to organize sports and recreation on large community levels. You, too, can put these films to work to increase participation in your locality. Ideally suited for school programs, club meetings, and leadership training.

CAREERS IN PHYSICAL EDUCATION

Highlights the most interesting aspects of a career in physical education. Makes a logical case for increased physical education and points out the ever-growing need for trained educators in this field.

CAREERS IN RECREATION

shows the tremendous need for recreation today and the rapidly ncreasing demand for trained recreators. Takes you out in the field o show what a young recreator's life is like—his duties, responsipilities, activities.

\$1,000 FOR RECREATION

Any community can build a solid recreation program on a small budget. This film shows how to do it. Offers advice, too, on how ervice clubs and other community groups can help.

EVALUATING PHYSICAL ABILITIES

This film shows a simple series of performance tests which may be used to evaluate a child's growth in qualities of strength, speed, endurance, coordination, flexibility and agility. Events recommended are based on the child's natural activities—running, throwing, jumping and climbing.

LEADERS FOR LEISURE

Here's a dynamic film that stresses the importance and need for professionally trained leaders to insure the success of a community program. It's a story that every citizen should hear and see.

TOWN AND COUNTRY RECREATION

A power-packed story of the building of recreation programs in rural areas and villages of less than 5,000 population. You see what happens to a sleepy town when a recreation program comes to life, through voluntary leadership.

THEY GROW UP SO FAST

Illustrates the benefits of a total program of physical education in our elementary and secondary schools. Designed to encourage school administrators, parents, and civic groups to either initiate or expand their local programs.

A NON-PROFIT ORGANIZATION DEVOTED TO THE ADVANCEMENT
OF ATHLETICS, RECREATION AND PHYSICAL EDUCATION

For additional information on film contents, rental and purchase, write directly to:
The Athletic Institute,
Merchandise Mart
Room 805
Chicago 54, Illinois

RV RECREATION ROUNDUP

CRIBBAGE RECORD?

Three employees at Minneapolis Gas Company may have set a national crib-bage record, maintains LeRoy S. Gill, recreation supervisor.

Mr. Gill's claim is based on the fact that three Minnegasco employees scored perfect "29" in a period of less than seven months.

In the picture, Mr. Gill (right) presents an award to Fred DeNucci for



entering Minnegasco's Cribbage Hall of Fame when he scored a perfect hand in May. Admiring the presentation are Dick Mach (left) who got his "29" in October, and Dave Syhl, who played his in March.

LECLERC HEADS N. Y. GROUP

Leo Leclerc of the New York Stock Exchange has been elected president of the Industrial Recreation Directors Association of New York for the 1962-63 season.

Also elected: Ist vice president Ted Scandurra of Equitable Life Assurance Society, 2nd vice president Don Taylor of Hertz Corp., corresponding secretary Abbie Van Gelder of New Jersey Bell Telephone, recording secretary Don Swallow of C.I.T. Financial Corp., and treasurer Kay Colborn of New York Telephone Co.

TRAVEL CLUB HAS BUSY '62

One of the most extensive employee travel programs in Canada is being promoted this year by The Hydro-Electric Power Commission of Ontario.

According to J. Pullen, C.I.R.A., recreation coordinator for the Toronto firm, this year's tours included a winter Caribbean cruise, three-month Riviera vacation for pensioners, an Easter weekend in New York, and two charter flights to Great Britain.

Also planned for the balance of the year is a charter flight to Europe, three groups to Hawaii, a group to Antigua, a Canadian Thanksgiving weekend in New York, and a proposed tour to Britain for Christmas.

Being considered are special tours for golf in Scotland and Ireland, as well as a proposed charter to Tokyo during the Olympic Games.

SHOOTING SEMINAR

To create and promote new shooting ideas, a two-day Shooting Industry Seminar was sponsored recently by Shoot-O-Rama in Waukegan, Ill.

The seminar opened with an address by Arthur Cook, Shoot-O-Rama chairman, and was followed by a presentation from A. R. Matt of the National Shooting Sports Foundation.

Pete Brown, associate editor of Sports Afield, talked on firearms legislation. Spokesman for the National Rifle Association was Robert C. Joerg, and he was followed by Marvin Shutt, executive director of the National Sporting Goods Association, who discussed shooting promotion as compared to other sports.

David McNamee, chief counsel for the American Gun Dealers Association, spoke on legislation, while Don Neer, NIRA executive secretary reviewed shooting in industrial recreation.

CONFERENCE COVERAGE

Next month, in the August issue of Recreation Management, full coverage will be given to NIRA's 21st annual Conference & Exhibit, which was held last month in New York City. At the same time, you'll also be introduced to the nation's first Certified Industrial Recreation Administrators.

PADDY HAMS IT UP

L. E. "Paddy" Luedke, Manager of Employee Recreation for Milwaukee Gas Light Co., Milwaukee, Wis., has always bowled for fun.

Then, one day, over the sound system at the Rose Bowl lanes in Milwaukee, an announcement was made that "Paddy has never even won somuch as a ham in 20 years of bowling in the Easter 'Hit Or Miss' tournamen for Gas Company employees."

And to correct this injustice, restitution was made immediately. Paddy go



his ham—and it kicked and squeale all the way home.

In the picture, Frank Besley an Carl Ray, co-managers of the Ros Bowl, present Paddy with his "ham."

In the background, far right, is N. Lesselyoung, vice president, who paticipated in the tournament.

ILL. CENTRAL GOES BOWLING

A train-full of Illinois Central en ployees recently took over the Dolto Bowl bowling lanes for a day whe they competed in the fourth annu bowling tournament of the Chicas Employee' Service Club.

While most of the Illinois Centr bowlers work in the Chicago area, Pullman carload of them came in fro Memphis, Tennessee. This group h invited the Chicago bowlers to Mer phis for a re-match in the fall.

John Baietto, vice president of the Chicago Employees' Service Clubeaded the tournament committee.

WITTEK GOLF RANGE SUPPLY CO., INC.

5128 W. NORTH AVE.

CHICAGO 39, ILL.

Complete line of golf supplies and equipment for indoor and outdoor practice ranges, golf courses and pro shops.

Golf mats, golf balls, golf clubs, and all types of netting for golf practice at wholesale prices.

WRITE FOR ILLUSTRATED CATALOG AND PRICE LIST

ontinued from page $oldsymbol{12}$

an also serve for a number of employee activities such as ing pong, judo, fencing, golf instruction, and dancing

Handball is somewhat like tennis. Players can go at it s hard as they desire. Those not used to strenuous play can ace themselves in doubles, or play singles against op-

onents who prefer the slower tempo.

One businessman who has been a lifelong handball addict" is Bob Kendler, president of the suburban Chiago Community Builders. His company has sponsored layers and tournaments. Still a regular performer and vetrans' champ at the age of 57, Bob advocates the game for ll his employees. In fact, it was Bob who over a decade go headed up a group of handball enthusiasts from all ver the nation and formed the United States Handball ssociation. His goal: to promote the game and improve laying conditions.

During these past 10 years the USHA has done more for ne game than was ever accomplished before. National ompetition was originated for players of all ages. The Asociation publishes a bi-monthly magazine devoted entirely

Sample copies of ACE—"Official Voice of Handball"—are available free. Write United States Handball Association, 4101 Dempster St., Skokie, Ill.

the game, arranges exhibition tours of its champions, ises films, offers information pertaining to court specificaons, and through Bob's generosity provides office space r its headquarters.

Bob Kendler has pioneered exposure of the game through ve TV, and sponsored the use of Herculite glass in a 500at court at the Aurora, Illinois, YMCA. Today, handball proving highly popular as a spectator sport, and nonaying admirers of the game are no longer neglected.

What was probably the first "industrial" court was set by Udell Brenner of Roanoke, Virginia. He constructed e facilities in his scrap iron yards. Until the new YMCA as erected several years ago, Mr. Brenner provided the ly handball facilities in his area. But participation at his indball court sparked the move for including courts when e YMCA was built.

Today we are hearing more and more about physical ness. President Kennedy has placed great emphasis upon While calesthenics meet all the requirements of a fitness ogram, so does handball—and it's a lot more fun.

Colleges have been showing an increasing interest in ndball. In recent years, there has been a tremendous mber of new courts included in the athletic field house ditions. As a result, we find more young men coming out college into the business world with a knowledge of the me and an interest to continue playing. As they move o the business world, recreation administrators can do ich to assist them with a leisure-time activity like hand-

At Goodyear Tire & Rubber Company in Akron, Ohio, ere's an employee named Lance Zepp who won his first tional USHA junior title at the age of 15. He repeated ee times. Now, at 21, he's still adding new titles to his of court honors. And to the benefit of other employees, s stimulating interest in handball at Goodyear.

GROUPS GO COOK'S BECAUSE...

Cook's, the world's largest and oldest travel organization serves groups of every size.

Cook's originated group travel in 1841 and has been providing efficient, quality service ever since. In all the principal cities of the world there are Cook's offices . . . and experienced Cook's men to serve you.

Your group can travel via scheduled services or thrifty charters, at delightfully sensible rates. For example, charters incl. land arrangements:

TO EUROPE—17 days \$488 up TO HAWAII-17 days \$545 up

For experienced advice and prompt service, tell your needs to Mr. C. R. Hill, Manager, Group Travel Division.

THOS. COOK & SON

587 Fifth Avenue New York 17, New York





imagination and resourcefulness are vitally important to the success of any

WHAT'S THE

IDEA?

BIG

industrialrecreation director.

"Old stuff" is no fun. It's the fresh approach, the new wrinkle that make

your program grow in popularity.

The big ideas which do the job best are reported each month in R/M.

RM RECREATION ROUNDUP

DES LAURIERS ELECTED

Jim Des Lauriers of Motec Industries has been elected president of the Greater Twin Cities Industrial Recreation Council, Minneapolis-St. Paul, Minnesota. Other newly-elected officers: vice president Darrell Olson of Soo Line, treasurer Jim Nevin of Griswold Vending, and secretary Jack Buttell of Northern States Power Company.

FOREMEN'S SPORTS NIGHT

"Our Sports Night was a howling success."

That's how the foremen, committee, and officers sum up the banquet which was held recently by the Allis Chalmers Foremen's Club in Milwaukee, Wisconsin.

The group enjoyed a program that included music by the A-C orchestra, a baseball review by Bill Eberle, general manager of the Milwaukee Braves, a casting demonstration by Bob Distin



of Shakespeare, and a talk by Wisconsin's all-time great football player, George Lanphere, director of public relations for the athletic department at the University of Wisconsin. In addition, the group also watched a film highlighting the exploits of the Green Bay Packers.

In the picture, from left to right, are Don Neer, NIRA executive secretary, who MC'd the festivities; Mr. Lanphere; and Graham O. Gartzke, Foreman Club president.

KILLIPS HEADS BURBANK I.R.C.

New officers have been elected by the Burbank, California, Associated Industrial Recreation Council.

Elected president of the group is Fred Killips of Librascope, Precisioneers. Other officers include vice president Lillian Reid of Canoga Electronics, secretary Lee Yuen of Stainless Steel Products, treasurer Florence Young of Rimak Electronics, and recording secretary Ruth Beulke of Burbank Park & Recreation Dept.

INTERNATIONAL BRIDGE

An international bridge tournament that includes competitors from such faraway places as Chiengmai, Thailand, Kabul, Afghanistan, and the Fiji Islands, is sponsored annually by the Recreation Association of the U.S. Dept. of State and the U.S. Information Agency.

"It's the summit of the winter social season," says director Mary Frances Breckenridge of the par-hand tournament. "And some players under thatched roofs.

"They post the results to Washington, and then wait anxiously for results in hopes that someone from their club may have beaten the bridge players from Paris, Berlin, or London."

Defeating more than 1,600 service personnel, diplomatic guests, and career government employees, last year's winners were two grand-slamming Air Force wives in Tokyo and two staff members from the U.S. mission in West Berlin.

This year's two winning teams consisted of a U.S. military officer paired with a Japanese employee at the U.S. embassy in Tokyo, and two men representing the U.S. embassy in Paris.

In competition, contestants try to achieve par scores on a group of 18

WE'RE SORRY, MRS. TURNER

Last month, in our story about past president Robert Turner, we got Mrs. Turner's name wrong. For this, our faces are red, and we sincerely apologize. It won't happen again, Marie.

hands pre-arranged by Jerome Machlir of Washington. Many entry posts conduct a season of smaller bridge tournaments with the "Machlin hands" as the finals.

The photo shows tournament players Simone De Medem of Belgium, Rose



mary Pelen of France, Annie Graf o Austria, and Eileen Gaylord of Grea Britain. Mrs. Breckenridge kibitzes the hand, which was played in Washington D. C.



"COME NOW, MISS GOOTCH! IF YOU EXPECT TO BE ON THE COMPANY TEAM, YOU'LL HAVE TO BUY A BASEBALL MITT, LIKE EVERYBODY ELSE:

R M INDUSTRY ITEMS

MARTIN PUBLICIZES PROGRAM

To give participation a boost last month at Martin Marietta Corporation in Orlando, Florida, a special promotional piece was prepared for in-plant publicity.

"June is national recreation month," the poster pointed out. "What better time than now to join in the fun of a Martin recreation activity." Sixteen of the company's most popular recreation activities were listed, and clever cartoon figures served as attention-getters.

Clifford A. King, Jr., is recreation administrator at Martin.

LOANS FOR RECREATION

Recreation Capital, Inc., 1900 Archiects Bldg., Philadelphia, Pa., has been authorized by the Small Business Administration to proceed as a federal icensee.

According to company officials, the irm will make long term loans and provide capital to diversified small usiness concerns—especially those included directly or indirectly in the receation field.

RECREATION PSYCHOANALYZED

Once upon a time sports were for fun.

Now, there seems to be some quesion about this.

At least, this is what some psycholoists have to say about the subject.

According to these people watchers, nose who believe in recreation for enbyment . . . well . . . they just don't now the score.

For example, one psychologist, a Dr. rnest Dichter who answers to the rightening title of "motivational re-earcher," maintains that bowlers sub-physiciously are "knocking down



rmer baseball great Dizzy Dean throws a trike" as he opens the recent 1962 Woman's ternational Bowling Congress tournament. ote baseball stitches on the bowling ball.

people." In other words, it's an "outlet for pent-up hostilities." Which must mean that those pins at the other end of the lane represent all the people we don't like.

Dr. Dichter's analysis of golf players is a little different. He claims they want to "get away from it all." Something about a bird complex, where the golfer can imagine himself as soaring into the blue sky right along with the golf ball.

The motivational researcher also claims that baseball gloves are being made with deeper wells so that players can get more satisfaction when they catch the ball. The louder the sound, the greater the satisfaction, says Dr. Dichter.

Another group of motivational researchers is throwing spitters at our national pastime. They claim that baseball may be looked upon as "legitimate property of immature boys who need to learn control; adult players are also thought of as overgrown adolescents; not as bright as outstanding people in other fields; sometimes overpaid; and liable to delinquent behavior."

Now, Dr. Dichter and all the motivational researchers are certainly entitled to their opinions, but they shouldn't throw their paper wads onto the field of sound thinking.

Eminently qualified doctors recognize the many healthful values of recreation. And so does the president of the United States.

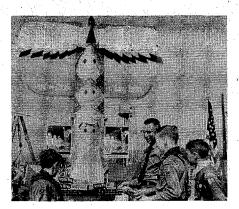
People don't have to have a grudge against the world to enjoy recreation. To the contrary, recreation is fun. And that's the best reason in the world for enjoying it.

BOWLING BIG BUSINESS

Approximately \$1.1 billion is spent annually by the nation's estimated 28 million bowlers on bowling, refreshments, and equipment at more than 10,000 commercial and non-commercial establishments certified by the American Bowling Congress.

These bowling centers, which operate about 141,000 individual lanes, collect more than \$800 million for bowling alone.

Bowling, the nation's number one competitive sport, attracts both "open" or "non-league" bowlers and "league" participants. Approximately one of four of the nation's bowlers participates in a league, and an estimated 6 million league bowlers compete at BPAA-member establishments. Of all league bowlers, about 64 per cent are men, 36 per cent women.



For 13 years Reynolds Metals Company of Chicago, Ill., has hosted 30,000 persons at the Scout-O-Rama, which is held annually at facilities of the firm's McCook Sheet & Plate Works. Executives and employees work closely with scout officials in preparation for the event.

Bowlers. The number of bowlers in the U. S. has increased steadily from 6 million in 1930, to 10 million in 1940, and to 18 million in 1955. Now, bowlers are said to be increasing at the rate of about 2 million annually.

Bowling Centers & Lanes. According to the American Bowling Congress, the number of certified bowling centers and lanes in the U. S. has increased as follows:

	Number	Number
Year	Establishments	Lanes
1950	6,325	54,488
1955	6,957	60,654
1960	9,906	130,805
1961	10,043	141,392

Teams & Leagues. Corresponding ABC growth figures of teams and leagues in the U. S.:

Year	Teams	Leagues
1950	325,147	34,827
1955	438,424	47,272
1960	1,040,584	108,824

The ABC reports that its sanctioned leagues include 4½ million men, 2½ million women and ½ million young-sters.

Investment. The average investment per bowling lane is \$25,000, including land, building, and equipment. Thus, the industry's investment in bowling facilities amounts to approximately \$3,534,800,000, based on 141,392 certified lanes operating in 1961. More than \$200 million is being spent on construction for new bowling centers.

Employment. More than 110,000 people are employed directly by bowling centers alone, and thousands of others serve related industries, such as those engaged in the manufacture of bowling, beverage, and restaurant equipment, and clothing, trophies, shoes, and related items.

RV INDUSTRY ITEMS

BRECKA NAMED TO CIVIC POST

Michael J. Brecka, recreation activities director for Motec Industries, Hopkins, Minnesota, has been appointed to the Sports & Attractions Committee of the Minneapolis Chamber of Commerce.

Mr. Brecka's responsibilities will include development and promotion of sports activities for the committee.

WHITE MAN CRAZY

An American Indian won first prize not too long ago with his penetrating description of a picture of a deserted and desolate farmhouse.

Here's how the Indian described the photo, which appeared in a farm publication.

"Picture show white man crazy.

"Cut down trees. Make big tipi. Plow hill, water wash. Wind blow soil.

It's not too early . . .

SANTA CLAUS SUITS FOR RENT RESERVE your rental date now for Christmas Promotions. Authentic Santa Suits, complete with bag and accessories. Real fur trim, velvet. \$25.00 day . . . \$75.00 week.

Authentic Costume Co.
1145 Manor Drive, Wilmette, Illinois
'authentic costumes from around the world''
CLIP FOR FUTURE REFERENCE

Grass gone. Door gone. Window gone. Whole place gone. Buck gone. Squaw gone. Papoose too.

"No chuck-away. No pigs. No corn. No plow. No hay. No pony.

"Indian no plow land. Great Spirit make grass. Keep grass. Buffalo eat grass. Indian eat buffalo. Hide make tipi; make moccasin. Indian no make terrace. All time eat.

"No hunt job. No hitch hike. No ask relief. No shoot pig. No build dam. No give dam.

"Indian waste nothing. Indian no work. White man crazy."

WILLIAMS ELECTED BY B.P.A.A.

Bill Williams of Detroit is the new president of the Bowling Proprietors Association of America, succeeding Nat Kogan of Cleveland, who served the past two years.

Other top officers who will serve during the coming year are Sam Tarlowe of Roselle, N. J., secretary; Ken Kushner of Long Island, N. Y., treasurer; and J. B. Coker of San Diego, Calif., sergeant-at-arms.

Meanwhile, reports are still being tabulated by the Association on its "Bowl Down Cancer" contest, which it co-sponsored with the American Cancer Society, but the latest tally shows that the promotion was a huge success to raise funds to fight the disease and tell more people the facts about cancer.

Desire position as athletic director or recreation director. Previously served as athletic director for 20 years while serving in armed forces. Married. 6 children. Acceptable minimum salary \$500. Available Dec. 25, 1962. Box #55—RECREATION MANAGEMENT

Desire position in recreation management. Experience includes athletic activities; have organized clubs and associations. Also responsible for employee activities, Married. 2 children. Canadian citizenship. Willing to relocate.

Box #56—RECREATION MANAGEMENT

Desire position as recreation director or assistant recreation director. Background complete with leadership and administrative experience; also athletic and social skills. Will have M.S. degree when thesis completed. Age 30. Married.

Box #54—RECREATION MANAGEMENT

NOTICE

Due to increasing demand and greater workload, an annual \$5.00 processing fee—effective July 15, 1962—will be charged to job applicants who wish to place their resumes and credentials on file at NIRA's Placement Bureau.

R V THINGS TO WRITE FOR

FILMS FOR INDUSTRY

Films especially suitable for industrial showings at club meetings are available from Coronet, which has published a new catalog describing these films.

The firm will send preview prints to organizations considering purchase, while local film libraries can handle rental needs. If you should have difficulty in finding a rental source, write to Coronet Films at 65 E. South Water St., Chicago 1, Illinois.

IMMUNIZATION INFORMATION

The U. S. Public Health Service regulations that apply to travelers are listed in booklet form with latest information on vaccination requirements of foreign countries and recommended immunizations. Write Supt. of Documents, Washington, D. C. 84 pages, 25¢.

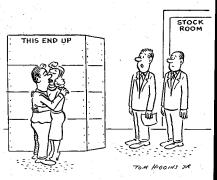
TRAVEL, WILDLIFE FILMS

Six films on Canada have been added to this series and may be obtained through your local library. For complete guide and listings write Directory of Sources—Canadian Travel and Wildlife Films, National Film Board of Canada, 680 Fifth Ave., Suite 819, New York 19, N. Y.

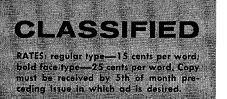
BOATING IN THE EVERGLADES

A 22-minute, 16mm sound and color movie, this film follows a day-long tour by pleasure boat through the beautiful Everglades.

Shot in cooperation with the National Park Service in Flamingo, Fla. it provides some remarkable sequences of tarpon fishing action. Write J. H. Hane, Room WT-900, Du Pont Company, Wilmington 98, Del.



"I tried to get them interested in our lunch hour recreation program. They don't seem to realize what they are missing."



HELP WANTED

Recreation director. Industry-community combination position. Budget \$100,000; staff—eight. College graduate preferred; experience necessary. Salary range—\$6,500.\$7,500 with living quarters. Ample benefits. Send resumes of education and experience to James W. Griffith, Secretary-Treasurer, Riegel Community Foundation, Milford, N. J.

POSITIONS WANTED

Desire position as industrial recreation director or business manager. Previously served as business manager of employee activities for prominent manufacturing firm in midwest. Administrative experience as well as good academic background. Age 34, married, 3 children.

Box #57—RECREATION MANAGEMENT



Isn't the man you want (and the man you want to keep) a man who'd enjoy shooting?

Shooting facilities are more and more a part of industry recruitment and recreational benefits. And for good reason. Shooting sports appeal to the right kind of people—men who are intelligent, careful and stable. If your company would like to know more about recreational shooting, of any kind, write to Winchester-Western, New Haven 4, Connecticut.

WINCHESTER® Mostern Winchester-Western Division Olin



It's a thrill to see it happen. Men from the front office, girls from the steno pool, men from the factory and women from the assembly line: put them on the lanes and ties and coveralls disappear... because there are no blue collars or white collars on a bowling team. All that matters is working together to build a score. That is the spirit of teamwork that bowling builds.

Everywhere, at every time of the day or night, bowling builds a spirit of teamwork that is reflected in better company relations every day! This is because bowling is universal. Young and old, men and women, novice and expert . . . everyone loves to bowl. And, bowling is

one of the least expensive company-sponsored sport. Let bowling work for you!

If you would like more information on how you ca organize bowling league activity in your company, writ the Brunswick Corporation, Recreation Department 7' 623 South Wabash Avenue, Chicago 5, Illinois.



RECREATION IN BUSINESS AND INDUSTRY MANAGEMENT OF RECREATION IN BUSINESS AND INDUSTRY MANAGEMENT





Want to put new life in the old team?

Here's how. Get Brunswick sports equipment for your teams. Better sports equipment just naturally makes for a better game. And the best equipment comes from Brunswick, including the quality lines of MacGregor, Red Head and Union Hardware. Teams are only as enthusiastic as they

feel. Brunswick equipment can make any team enthusiastic. Try it and see what wonderful things happen.



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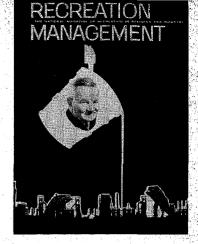
DIRECTOR A. ROTELLI

CULATION MANAGER ROTHY B. MORRISON

AUGUST 1962

Volume 5, Number 8

A fine gentleman and an astute recreation administrator, newlyelected NIRA President Ed Mitchell of U.S. Steel has all the qualifications of high caliber leadership which will benefit the entire field of industrial recreation.



REATION IN BUSINESS AND INDUS

Published by the National Industrial Recreation Association. 203 N. Wabash Ave., Chicago 1, Ill. Phone: ANdover 3-6697

FEATURES

- 51 ADMINISTRATORS RECEIVE THEIR "C.I.R.A."
- HIGHLIGHTS FROM THE 21ST CONFERENCE 10
- 13 ED MITCHELL ASSUMES HIS DUTIES
- 1.5 THE FISH ARE BITING!

DEPARTMENTS

- SIGNS OF THE TIMES
- RECREATION OUTLOOK:

THREE CONFERENCE SPEAKERS TAKE A LOOK AT RECREATION

- RECREATION ROUNDUP
- 18 **CLASSIFIEDS**

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signs of the times...

HERE'S ANOTHER PRICE BREAK for recreation directors and their travelminded personnel. For groups of 25 or more traveling on domestic
flights, the Civil Aeronautics Board has okayed a 20 per cent reduction on round-trip coach tickets for Trans World Airlines and
American Airlines. The quantity discount applies to both jet and
piston flights. Tickets must be purchased at least 30 days in advance.
Meanwhile, another airline is seeking to lower its jet fares. Despite
a rebuff last year by CAB, Continental Air Lines is once again
requesting permission to offer a no-frill economy coach with a 20
per cent reduction in cost.

YOUR GOLF-MINDED EMPLOYEES probably don't realize it, but on the fairway they're swinging that clubhead at 200 miles per hour—and when they connect, the golf ball takes off at about 250 miles per hour! This is good reason to impress upon them the need for respecting the rules of courtesy and safety, because last year there were 15,000 disabling injuries on golf courses in the United States. Wild shots, slicing, and hooking caused half of these injuries. An additional 500 golfers were killed by lightning, and many more died from heat prostration and over exertion.

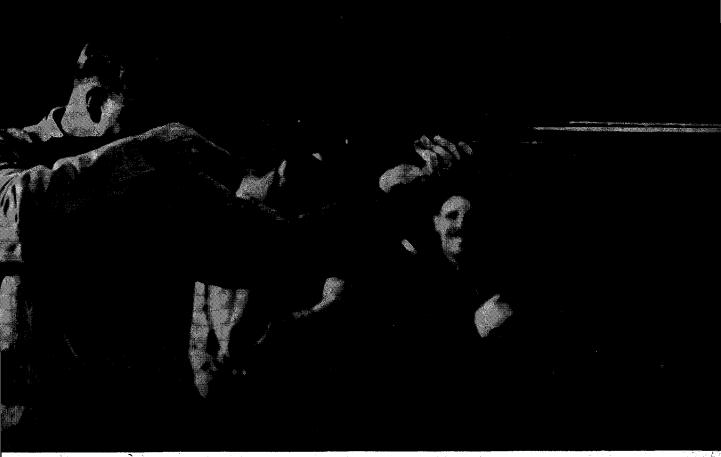
EIGHT GALLONS OF MUSTARD. Not much of a story in itself. Now add 16,000 hot dogs, 16,000 buns, 200 pounds of onions, 12 gallons of catsup, 10 gallons of cream, 150 gallons of coffee, 1,200 envelopes of sugar, 10,000 paper napkins, and 10,200 cokes and orange drinks. No you have something. This is what Continental Steel Corp., of Kokomo, Ind., found out when it compiled a statistical summary of food, drinks, and miscellaneous items consumed during its recent Family Day program. And it certainly proves that your executives and employees should not take their company picnics for granted.

BILLIARDS IS ON THE INCREASE. As activity picks up across the country, more and more recreation administrators are finding that their employees are showing increasing interest in the game—a natural for a lunch hour pastime. One manufacturer claims that billiard table sales will have zoomed nearly 700 per cent in the past three years, based on current figures.

WE EVEN HAVE THE FATTEST DOGS in the world! This disturbing observation comes from Dr. Philip F. Deaver, plant physician at U.S. Industrial Chemicals Company in Tuscola, Ill., who notes that our country has the world's most obese population. In a recent issue of the firm's publication USI Perspective, Dr. Deaver points out that there are no gimmicks for reducing. The only way to lose weight and stay in shape is to eat less. But there's a catch to it—will-power is required. As a guide for those who qualify, here are his Six Commandments for Weight Reduction: 1) Eat one average helping of anything at each meal, 2) Eat nothing between meals, 3) No sweets or desserts, 4) No alcohol, 5)Walk at least one mile outside daily, 6) Leave the table a little hungry. In other words, physical fitness begins at the dinner table. All the fitness courses in the world will do an over-weight person very little good if he persists in stuffing himself.

VENDING MACHINE SALES through 1961 were above \$2.7 billion—more than 5 per cent over the previous year. Not surprising, cigarettes were the biggest item. They accounted for nearly \$1.2 billion, according to Vend Magazine's annual census.

Here's a new kind of Night Club.



With the great growth of industrial employee shooting facilities, has come a new idea: night skeet and trap shooting!

Night shooting affords your employees greater available shooting time—time that will help the facility quickly pay for itself.

Another advantage is greater utility of space.

You can shoot at night in your parking lot for example—or in another area that may be otherwise unsuitable for daylight skeet and trap.

Sound interesting? Then write to Winchester-Western Division, Olin,

New Haven 4, Connecticut for complete information on Western trap and skeet equipment, and details on lighting.

For program ideas, team set-ups and promotional material, contact Mr. Jim Dee, Sportsman's Service Bureau, 250 E. 43rd St., N.Y. 17, N.Y.

WINCHESTER® Mostern®
WINCHESTER WESTERN DIVISION Olin

RECREATION OUTLOOK

Keynote speakers at NIRA's Conference provided delegates with many thoughts and comments valuable to the field of industrial recreation. Here are excerpts from talks by the Association's director of research

Gordon Starr of the University of Minnesota, Carte Burgess, president of American Machine & Foundry Company, and Lawrence Stevens, associate director Bureau of Outdoor Recreation, Department of Interior

What It Means To Be A Professional

First, may I say three cheers to those who have stepped forward and said, "I want to be a Certified Industrial Recreation Administrator."

Each group unites in a bond of common understanding in regards to their vocation. Groups sub-divide as their interests become more selective. Historically, the National Industrial Recreation Association did that. This is



Gordon Starr

natural as the general field of recreation encompasses more and more specialized fields.

In my own faculty dining club, I note with a great deal of interest that the nuclear physicists no longer dine with the general physicists.

The challenge of the new C.I.R.A. as your plan will be only as effective as you translate the intent into action.

This means understanding of the C.I.R.A. plan in relation to other professions as well. In order to do so, one may immediately raise the question: "What is a profession?"

To define "profession" is to invite controversy. Yet there are certain basics to all professions.

These are: The possession of a body of specialized knowledge and skills; the application and self-imposition of standards, admission and performance; the development of a code of ethics; legal recognition of the vocation.

The C.I.R.A. plan essentially possesses these basics. Certification alone does not make one professional. What it means to be professional is to have pride in your profession; to dedicate yourself to the betterment of your profession; and above all, to practice ethical principles as set forth by the certification board.

Fitness In Industry

Physical fitness is a universal national problem and at the same time a national opportunity. Nowhere is it more needed than in industry and in this nation of ours and at all our age levels.

It is the whole man who lives life and it is the whole man who comes to work. He is not separable. What an employee does off the job has a direct, critical relation to what he can do on the job.



Carter Burgess

Physical fitness is so important to living and working in today's world, and is so basic to life on and off the job that we need to develop a positive, national attitude toward it.

Tensions and frustrations tend to evaporate in perspiration when mem-

bers of the family or corporation exercise together.

It is estimated that industry in the United States spends more than a billion dollars annually on recreation facilities, equipment, supplies, and services. Business does not put that kind of money on the line every year unless it pays.

Management, which already values industrial recreation to the tune of a billion dollars a year, is going to turn increasingly to Certified Industrial Recreation Administrators for more leisure time leadership for their executives and for their employees.

No matter how great a man's ability, he can't realize his full potential if he isn't healthy. It is a well established fact that physical fitness is the best way to stay healthy.

The fitness habit is really a matter of attitude. Yours is the great opportunity to capture the attention of the employees of your company and to condition them to an attitude of fitness.

The Challenge Of Outdoor Recreation

This whole business of oudoor recreation is complex in the extreme.

Recently, Mr. Don Neer of your or ganization and a number of other distinguished members of recreation anoutdoor organizations came to ou offices in Washington with a number of questions to which they wanted answers

In essence, they wanted to know th position of the new Bureau of Outdoo Recreation.

Lawrence Stevens

Here was the first question:

1. To what exter will the Bureau b concerned with ou door recreatio within metropolita areas?

Answer: We can not help but conside outdoor recreatio within cities and wi

coordinate with the Housing and Hon Finance Agency Open Spaces program

2. What relationships would exist be tween the Bureau and urban park an recreation agencies? Would the Bureau be prepared to answer questions relating to program and administrative prolems?

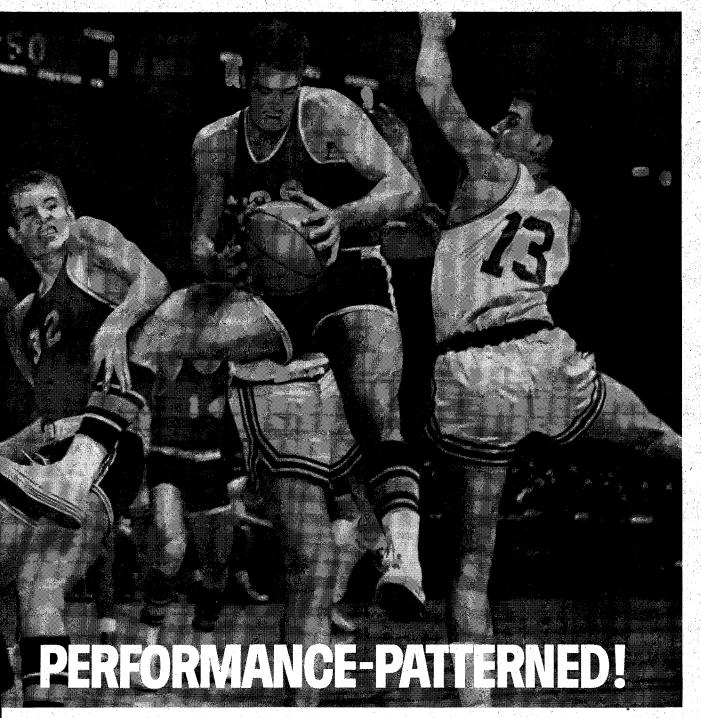
Answer: Yes, the Bureau of Outdoo Recreation will work with urba agencies and assist with program ar administrative problems relating to ou door recreation.

3. Can the Bureau work with a loc community upon request, or must work through a State agency?

Answer: The Bureau of Outdoor Re reation can give technical assistance local communities but would probab work at the State level in connectivith planning grants.

4. How would the Bureau relate non-natural resource management fur tions of recreation with which oth Federal agencies are involved? (V

continued on page



Wilson uniforms and basketballs re built for rugged, winning play!

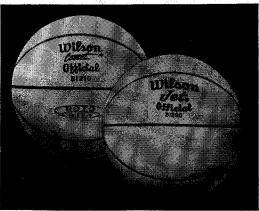
ndreds of leading basketball ns—industrial, scholastic, amaand professional—choose Wilson ketball uniforms for their neat earance, long wear and performpotterned styling.

Tilson uniforms are available in riety of styles in 16 fabrics and olors and are full cut for smooth ring action. The top quality maals stand up under rugged play, in neat appearance through reed cleaning or laundering.

See your sporting goods dealer now and order Wilson basketball uniforms and the Wilson Comet or Jet, America's finest quality game basketballs.

Wilson

Wilson Sporting Goods Co., Chicago (A subsidiary of Wilson & Co., Inc.)



The Wilson Comet features "M" channel seams and Roto-Bilt construction for perfect playability. Selected pebble grain leather. The Wilson Jet® is precision built with Last-Bilt construction for true balance and roundness. Selected pebble grain leather for finger-tip control.

Certified Industrial Recreation Administrators

In recognition of their outstanding personal contributions and achievements in the field of industrial recreation the degree of "Certified Industrial Recreation Administrator" has been bestowed upon 51 of industry's outstanding executives.

Receiving their Certificate at a special Awards Luncheon

during NIRA's 21st Conference & Exhibit, held in June in New York City, they now have the privilege of using the coveted "C.I.R.A." designation after their name.

This original group—the first to gain national recognition as professional specialists in their field —will be joined by others in time to come. Already, seven more have been ap-





Lon K. Anthony
Lockheed Aircraft
Sunnyvale, Calif.



William Barnes McKinnon Industries St. Catharines, Ont.



George Bennett Air Reduction Co. New York, N. Y.



W. W. Bernard Temco Electronics Dallas, Tex.



Michael Brecka Motec Industries Hopkins, Minn.



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R. Fred Canaday General Motors Detroit, Mich.



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David Chapin Equitable Life New York, N. Y.



H. J. Charrington Polymer Corp., Ltd. Sarnia, Ont.



Harry W. Clark Nortronics, ES&E Northrop Corp. Hawthorne, Calif.



William H. Clark Phila. Electric Philadelphia, Pa.



Ward L. Cuff The Boeing Co. Renton, Wash.



Martha Daniell Nationwide Ins. Columbus, O.



Frank B. Davis Lockheed Aircraft Burbank, Calif.



A. Murray Dick Dominion Foundries Hamilton, Ont.



Oskar Frowein Republic Aviation Farmingdale, N. Y.



D. V. Goin Chance Vought Dallas, Tex.



Bert Granville McDonnell Aircraft St. Louis, Mo.



Marilyn Greenlaw Nationwide Ins. Columbus, O.



Charles Gridley
IBM Corp.
Lexington, Ky.



Paul C. Harrison Ansco-Ozalid Binghamton, N. Y.



Cam Haslam The Boeing Co. Seattle, Wash.

roved by the Certification Committee, while other applicaons are pending. Those who qualify will be honored later in

First announced in 1961 by the National Industrial Reccation Association, the C.I.R.A. program is the only official fort which encourages, measures, and honors the high andards of service and responsibility of recreation leaders arving business and industry. It represents a valuable contibution in building the professional stature of industrial accreation management.

In addition to those pictured, Mrs. Blanche Ball, C & H ugar Refining, Crockett, Calif., received her rating.



Albert Hausotter The Boeing Co. Seattle, Wash.



Howard Honaker Faultless Rubber Ashland, O.



Thomas Kanary Dow Chemical Co. Midland, Mich.



a**rry H. Klaus** 29 *Bristol Rd.* ccramento, Calif.



Gerald LaGrave Canadair Ltd. Montreal, Quebec



John H. Leslie Minnesota Mining St. Paul, Minn.



Harry K. Martin Atomics Internat'l North American Canoga Park, Calif.



G. M. Matlack ARO, Inc. Tullahoma, Tenn.



Diane J. Mendoes Shell Development Emeryville, Calif.



itz J. Merrell in Mathieson gah Forest, N. C.



Karla Miller Bristol-Myers Hillside, N. J.



John R. Mitchell General Dynamics/ Astronautics San Diego, Calif.



Robert E. Moss Thiokol Chemical Brigham City, Utah



Julius Nagy Cleveland Graphite Cleveland, O.



S. J. Orsini du Pont Aiken, S. C.



Pullen tario Hydro ronto, Ont.



S. W. Rubenstein Phila. Electric Philadelphia, Pa.



Ralph C. Smith City of San Diego San Diego, Calif.



Edward Sullivan Air Reduction Co. New York, N. Y.



Joseph Sullivan General Electric Bridgeport, Conn.



Robert A. Turner West Point Mfg. West Point, Ga.



anor Turns ionwide Ins. risburg, Pa.



John G. Tutko Hq. USAF Pentagon Washington, D. C.



Mike Varanese Lockheed Aircraft Burbank, Calif.



Warren Wallgren Hamm Brewing Co. St. Paul, Minn.



Fred A. Wilson Scovill Mfg. Co. Waterbury, Conn.



Ross F. Workman General Dynamics/ Astronautics Vandenberg AFB



Robert A. Turner of West Point Mfg. Co., West Point, Ga., past president of NIRA, turns the

gavel over to incoming president Edward T. Mitchell of U. S. Steel Corp., Gary, Ind.

Highlights from NIRA's 21st Conference & Exhibit

Lawrence N. Stevens, Associate Director, Bureau of Outdoor Recreation, U. S. Dept. of Interior, took a look at the future with his topic: "Challenge of Outdoor Recreation."



F our days of fact-filled forums, seminars and panel discussions highlighted NIRA's 21st Conference & Exhibit held June 17 through 20 at the Commodore Hotel in New York City.

And when delegates weren't attending these meetings, they were talking to exhibitors about the latest products and services available to the field of industrial recreation, or exchanging ideas with each other about the employee programs and activities they manage for their companies.

In one respect, the Conference featured what may prove to be one of the most important developments in the history of industrial recreation. This was the presentation of Certificates to the



Bob Turner beams during opening ceremonic as he receives the "Keys To The City" fror former Miss America Marilyn Van Derbur.



Delegates cheered dynamic speech delivered to Dr. Kenneth McFarland, General Motors co sultant, whose talk glorified the American was of life and its opportunities.

nation's first Certified Industrial Re reation Administrators. See pages 8,

Other special events included the presentation of the Helms Industric Recreation Achievement Awards (sepage 12), Recreation Management "Sportsman of the Year" Award Andy Thon, executive secretary of the Milwaukee County Industrial Recreation Council, and the photo Award Mrs. Helen Lacey of Nationwide Insurance for her prize winning pictu "Spring Thaw" which was featured R/M's March issue.

Delegates caucus for Region III elections. At front table (I. to r.) senior director Wally Dowsell, Motorola; chairman John Crnich, R. R. Donnelley; election official Sam Rubenstein, Philadelphia Electric.



Rod & Gun Club moderators include Frank Daniel, Nat'l Rifle Asso Jim Dee, Sporting Arms & Ammunition Mfgrs. Institute; Everett Ham Shakespeare Co.; John Zervas, Amer. Fishing Tackle Mfgrs. Assoc.





H. D. Lynn, manager of TWA's commercial sales, exchanged ideas with delegates on a number of the CAB's technical travel regulations.



. B. McAnulty, manager of the travel sales livision for American Express, clarified many ecent rulings affecting employee tours.

Recreation administrators were able of hear such outstanding speakers and uthorities as Carter Burgess, president of American Machine & Foundry; Lawence N. Stevens, associate director of he Bureau of Outdoor Recreation, U. S. Department of Interior; Dr. Kenneth IcFarland, General Motors consultant; ridge authority Charles Goren who was consored by the Association of American Playing Card Manufacturers; and ean Maxwell, consultant on recreation rograms for the National Council on the Aging.

There was time for fun, too, as New ork gave delegates a chance to enjoy lany of the city's famous landmarks and tourist attractions.

As in past years, exhibitors made bzens of door prizes available to deleates. Two lucky recreation directors ere Chet Pellegrin of Detroit Edison and Arnold A. Martini of United Airnes Mainliner club, Mr. Pellegrin won 13-day South American cruise for two board the Grace Line's Santa Rosa, hile Mr. Martini's name was selected r a week's vacation for two at Wild est World on Arizona's Apache Trail.



Delegates' wives enjoyed a full program. One highlight was a "Fun With Bows" session sponsored by 3M, where they learned new tricks and techniques in use of ribbons. They also took

in a fashion show, TV program, Rockefeller Center, and attended a special panel with pertinent subject: "My Husband Is A Recreation Director."



Here's a portion of the audience in attendance at one of the sessions. Throughout the four-day Conference, recreation administrators picked up

many valuable tips and ideas to help them in every phase of recreation management and program planning.



H. B. Aitken, Employee & Community Relations, General Electric Co., Cleveland, O., served as chairman of the general session concerned with "New Travel Regulations."



Fascinating Spanish dancers, only amateurs, performed spectacularly for delegates at reception. Other comedy, music, and dance teams also provided top entertainment.



Tom Croft (center), recreation director for General Dynamics/Fort Worth—national winner of the 1962 Helms Awards competition—is shown with Ross Carney (left), recreation association president; and Briggs Hunt.

N honor of the outstanding recreation programs and facilities they provide for their executives and employees, four companies were honored recently at the 21st NIRA Conference & Exhibit.

These firms received the Helms Athletic Foundation Industrial Recreation Awards, which have been presented annually since 1959. Purpose of these awards is not only to recognize and publicize the achievements of these companies—but also to honor those recreation administrators through whose efforts these programs are possible.

Here are the winners:

- Class A (501 to 1,000 employees): Faultless Rubber Company, Ashland, Ohio. Howard Honaker, C.I.R.A., is recreation administrator.
- Class B (1.001 to 5.000 employees):

"... for the most outstanding company program in North America . . . "

1962 Helms Awards

Others receive honors at NIRA Conference for their achievements during the year

Kaiser Industries Corporation, Oakland, Calif. Vern F. Peak is recreation administrator.

- Class C (5,001 to 10,000 employees): Equitable Life Assurance Society, New York, N. Y. David F. Chapin, C.I.R.A., is recreation administrator.
- Class D (more than 10,000 employees): General Dynamics/Fort Worth, Fort Worth, Texas. T. G. Croft is recreation administrator.

At the same time, General Dynamics/ Fort Worth took top honors in the competition by winning the 1962 Helms Award for all-round excellence in employee recreation.

Also honored were three companies which had won top honors in past years. The names of these companies are engraved on a new Hall Of Fame plaque displayed at NIRA headquarters in Chicago, Ill.

1959—Lockheed Aircraft Employees Recreation Club, Burbank, Calif. Frank Davis, C.I.R.A., is recreation administrator.

1960—West Point Mfg. Co., West Point, Ga. Robert A. Turner, C.I.R.A., is recreation administrator.

1961—Aerojet-General Corp., Sacramento, Calif. Lee D. Corbin is recreation administrator.

1962—General Dynamics/Fort Worth, this year's winner.

The plaques were presented at a special Awards Luncheon by Briggs Hunt, former Helms Award winner and coach of the U.S. Olympic wrestling team. He's also coach of the UCLA wrestling team.

In addition to the Helms Awards, a number of other awards were presented to administrators for outstanding work this past year.

Senior director Fritz Merrell of Olin Mathieson, Pisgah Forest, N. C., and junior director David Chapin of Equitable were honored with plaques for their contributions to NIRA and to the field of industrial recreation.

Plaques honoring three NIRA state chairmen for their leadership were presented to E. T. Mitchell of U. S. Steel, Gary, Ind.; R. Fred Canaday of General Motors, Detroit, Mich.; and Roy E Ellington of Kaiser Aluminum, Ravenswood, W. Va.

Special tribute was also paid to Charles Seddon, former recreation administrator for North American Avia tion, Columbus, O., who retired earlier this year.



Howard Honaker (right), C.I.R.A., recreation director for Class A Helms Award winner Faultless Rubber Company, is presented his award by Mr. Hunt, former Helms winner himself.



David Chapin (right), C.I.R.A., of Class C Helms Award winner Equitable Life Assurance Society, receives his plaque from Briggs Hunt, UCLA and U.S. Olympic wrestling coach.



Morris Meyers (right), industrial relation counsel for Class B winner Kaiser Industries, congratulated by Mr. Hunt. Vern Peak of Kais was unable to attend ceremonies.

Ed Mitchell Assumes Duties As President Of NIRA

Lected to NIRA's top office during ne recent 21st Conference & Exhibit in lew York City, Edward T. Mitchell of J. S. Steel succeeds Robert A. Turner of West Point Mfg. Co.

With a background that's rich with xperience in the field of industrial receation, President Mitchell is well qualied for his new responsibilities.

He has served U. S. Steel for 35 years, and 18 of these years as Recreation upervisor for the company.

As President for 17 years of the 0,000-member Good Fellow Club of the ary Steel Works, Mr. Mitchell adminters one of the nation's most outstanding industrial recreation programs.

While these responsibilities in themlives have required a full workload, Ir. Mitchell has also found time to serve s President of the Gary Kiwanis Club and Vice President of the Boy Scouts' auk Trail Council. His favorite recreaon activities are bowling and golf. As Ed Mitchell began devoting more time to the dictates of his new office, four newly-elected NIRA Vice Presidents were also turning their attention to their duties.

They are Charles Bloedorn, Goodyear Tire & Rubber Co., Akron, O.; Harry Clark, Nortronics ES&E, div. of Northrop Corp., Hawthorne, Calif.; John Crnich, R. R. Donnelley & Sons, Chicago, Ill.; and G. M. Matlack, ARO, Inc., Arnold Air Force Station, Tenn.

At the same time, the following directors will hold office for the coming year:

Region I—Robert Benn, Grumman Aircraft, Bethpage, N. Y.; David Chapin, Equitable Life Assurance Society, New York, N. Y.; Raymond Walsh, Eastman Kodak, Rochester, N.Y.

Region II—Charles Bloedorn, Goodyear Tire & Rubber Co., Akron, O.; Walter Kelk, E. I. du Pont, Wilmington, Del.; Larry Deal, Inland Mfg. Div., GMC, Dayton, O.

Region III—John Crnich, R. R. Donnelly & Sons, Chicago, Ill.; Walter Dowswell, Motorola, Franklin Park, Ill.; R. Fred Canaday, General Motors, Detroit, Mich.

Region IV—G. M. Matlack, ARO, Inc., Arnold Air Force Station, Tenn.; Norman King, Lockheed Georgia Co., Marietta, Ga.

Region V—Patrick Feely, The Falk Corp., Milwaukee, Wis.; C. W. Hudson, IBM Corp., Rochester, Minn.

Region VI—Ferris Brown, Texas Eastman, Longview, Tex.; T. E. Smith, Texas Instruments, Dallas, Tex.

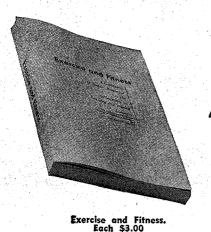
Region VII—Harry Clark, Nortronics, ES&E, Hawthorne, Calif.; J. R. Mitchell, General Dynamics/Astronautics, San Diego, Calif.

Region VIII—Jim Charrington, Polymer Corp., Sarnia, Ont.; Jim Pullen, Hydro-Electric Power Commission, Toronto, Ont.

Two other officers were reappointed to their previous positions: Frank Davis of Lockheed Aircraft, Burbank, Calif., as Treasurer; and Gordon L. Starr, University of Minnesota, Minneapolis, Minn, as Director of Research.



Start the new season with these valuable Aids from The Athletic Institute



For Children of Elementary School Age. Each 50c



The Volunteer-Coach Each 50c

The Recreation Program
Each \$3.00

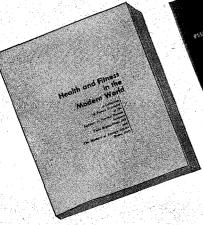


COMMUNIT RECREATION



Equipment and Supplies For Athletics, Physical Education and Recreation.

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Health and Fitness in the Modern World, Each \$4.50



Planning Facilities For Health, Physical Education and Recreation. Each \$2.50



Also SLIDEFILMS AND MOTION PICTURES

Write for catalog describing 35mm slidefilms on 25 popular sports subject — plus 16mm motion pictures - and other important publications.

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Recreation For Community Living Each \$1,25



Sports Film Guide. Lists over 2000 films. Each \$1.00



This seal, pridemark of the Athletic Institute, identifies its members!

Hthletic Institute

he Fish Are Really Biting!

Muskie and Tarpon entries from Illinois and Florida
weigh in as June winners in fresh and salt water divisions.

t's going to take a lot more than a tall ish tale to win the 5th annual national postal fishing contest.

As competition enters the month of lugust—the third and final month of he contest—there's already plenty of ertified photographic evidence that he fish are hungry and cooperative.

In the Lake of Woods, Ontario, John mith (see picture) used a surface lure phook a 24 lb. 9 oz. Muskie. This atch was judged the winner for the nonth of June in the fresh water division of the contest.

Mr. Smith is employed at the R. R. Ponnelley & Sons Co., Chicago, Ill., where John Crnich is employee activities supervisor.

Off the coast of Florida, in Bahai londa channel near Marathon, H. S. urgess of Chemstrand did himself roud. Trolling with live bait, he pulled a 113 lb. Tarpon, which weighed in the June winner in the salt water

division. Summers Jarrett is head of employee relations at the Pensacola firm

Both Mr. Smith and Mr. Burgess will receive a special merchandise award from the Shakespeare Company. As monthly winners, they will also be in the running for the grand prize of a weekend fishing trip to North Manitou Island in Lake Michigan.

The ladies are catching fish, too. In Acid Waters, 15 miles east of Sandy Hook, N. J., Nancy Kuhl of Bell Telephone Laboratories reeled in a 5 lb. 12 oz. Bluefish while chumming. R. E. Sward is recreation director at Bell Laboratories.

In addition, there have been dozens of other entries submitted by employees proud of their catches.

While interest is running high in this year's competition, co-sponsored by NIRA and the American Fishing Tackle Manufacturers Association,



John Smith And Prize Muskie

time is running short. There's less than a month left in which to try for prizes. The best entry in each specie will receive a merchandise award.

Moreover, a rod and reel will be given to the recreation administrator in both the fresh and salt water divisions who sends in the highest percentage of entries, based on the number of employees in his company.



ST. JOSEPH, MISSOURI • San Jose, Calif. • Passaic, N.J.
Branches and Warehouses in Principal Cities

Ask the Hillyard "Maintaineer@" in your area to draw up a maintenance program for your floor

-also for tips on preparation for dances, etc. He's "On Your Staff Not Your Payroll."

15

☐ Please send me Free chart for laying out, lining and

☐ Please have the Maintaineer get in touch with me.

finishing my gym floor.

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Wilson **GOLF BALLS**



New, Lively Gleaming-White Tough Cover with **Hi-Tension Winding**

only Dozen

12 DOZ. FOR 66.00 6 DOZ. FOR 34.50

New, wonderful 1962 WILSON PRESIDENT golf balls that are custom-made for DISTANCE and DURABILITY—and specially priced so you spend less than 50c for a First Quality ball that's worth \$11.00 a dozen! Brilliant, lifetime white finish, on extra-lively rubber center. Available ONLY at UNIVERSAL—and unconditionally guaranteed by us and by WILSON! Immediate delivery from our huge, fresh stocks!

WE PERSONALIZE GOLF BALLS

When ordering golf balls, you might like us to personalize them at small additional cost for gifts . . . as golf outing souvenirs . . or for yourself. One-line imprint up to 18 characters (count letters AND spaces). One-day servicel PERSONALIZING CHARGE

(Each Imprint Alike)......50c per doz. Six Doz. or More (Each Imprint Alike)......25c per doz.

LOW DELIVERY CHARGE ON CASH ORDERS

If your remittance accompanies order, the following low handling and postage charges apply:

up to 6.00....add \$.25 6.01 to 12.00 add .50 12.01 to 25.00 add 25.01 to 50.00 add 1.00

NO POSTAGE CHARGE ON CASH ORDERS **OVER 50.00**

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raer by mail or Shop Universal's 4 Quality Store
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RUSHdozen Wilson PRESIDENT Golf Balls at 5.98 per doz. (5.75 in 6-doz. quantities or 5.50 in 12-doz. quantities)
Illinois Residents Add 4% Sales Tax
I enclose check, including postage as indicated in chart above.
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MONEY-BACK GUARANTEE

CHALLENGE continued from page 6

Defense, Office of Education, Children's Bureau, etc.)

Answer: The Recreation Advisory Council authorized by Executive Order No. 11017 will coordinate all Federal agencies on outdoor recreation problems

5. Do you plan to develop an advisory committee representative of nongovernmental recreation interests and including lay and professional leaders in recreation?

Answer: Some consideration has been given to such a committee and Dr. Crafts (Edward C. Crafts, director, Bureau of Outdoor Recreation) personally is sympathetic to the idea.

6. What assistance would be available to states regarding programs and activities in outdoor recreation settings?

Answer: This is provided for in S. 3117 through technical assistance, information, and education programs.

7. In the conduct of surveys and research, to what extent would the needs for outdoor recreation be correlated with other recreation interests?

Answer: All types of recreation must be considered in conducting research.

8. Would grants in aid include planning for outdoor recreation within urban areas?

Answer: We would hope that grants to States would include comprehensive planning at all levels.

9. Would any services be extended to private nonprofit recreation agencies?

Answer: Present or proposed authority in this area is not clear at this time. We will investigate further; we see some merit to including non-profit groups.

10. What happened to the findings in the ORRRC (Outdoor Recreation Resources Review Commission) preliminary report that there was no single Federal agency concerned with recreation? Is the Bureau of Outdoor Recreation the answer?

Answer: Yes—a relatively small organization, true, but one with great impact on outdoor recreation. The Bureau of Outdoor Recreation should develop proper perspective for Federal programs in outdoor recreation taking into consideration responsibilities of State and private land holders.

Recreation is essential. It is not frivolous. On the contrary, it is a necessity of life.

patronize R/M advertisers

RIV RECREATION ROUNDUP

ARMCO TRAP SHOOT

The thirteenth annual Armco Industria Invitational Trap Shoot is scheduled for Sunday, September 9 at the Middl town, Ohio Sportsmen's Club.

Sponsored by the Armco Steel Corp Gun Club, the tournament will be hel from noon to 5 p.m. Any industrial firm is eligible to participate, but competitor must be bonafide employees of the con pany they represent.

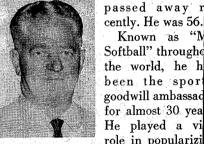
A \$10 entry fee will be charged for each 5-man team to cover cost of tre phies for 1st, 2nd, 3rd and 4th team the four high individual scores, and five individual awards for 1st, 2nd, 3rd, an

Recreation directors interested entering company teams should conta Clarence Abell, Director of Activities Entries close Sept. 1.

GENE MARTIN DIES

Byron E. (Gene) Martin, one of t founders of the Amateur Softball A sociation and its executive secretary ar

treasurer since 194 passed away cently. He was 56. Known as "M



goodwill ambassad for almost 30 yea He played a vi role in popularizi

softball and in developing it into prominent sport.

Mr. Martin was a member of Pre dent Eisenhower's "People-to-Peop Committee," United States Olym Committee, and he served on the boa of the Amateur Athletic Union.



Oldest person attending the Thompson R Wooldridge picnic at Geauga Lake Park Mrs. Julia Lipocky. In spite of her 92 yshe had great fun on the "whip" ride. her is her daughter, Mrs. Barbara Hall works at TRW. B. M. Kozman is activities in the spite of the spite of the spite of the spite of the spite. ager for the Cleveland, O., firm.

LERC ADDS OBSERVATORY

With the addition of an observatory to ts club structure, the Lockheed Emoloyees Recreation Club continues its stronomical growth.

The five acre site in the Santa Cruz, Calif., mountains takes its place in LERC along with a new club headquarters for the Lockheed Missile & Space Club in Sunnyvale, Calif.

LERC first got its start back in the pring of 1935 when a group of employees at the company's original Buroank, Calif., plant, held a meeting and frew up a constitution.

Arnold A. Martini of United Airlines Main-iner Club isn't holding hands with the Wild West World model at the NIRA Conference. he's just helping him hang onto his ticket vhich won him a week's vacation for two at pache Junction resort in scenic Arizona.



Today, LERC spans a wide range of clubs and activities which cover everything in the recreation, education, and cultural fields for the company's employees.

Frank B. Davis, NIRA treasurer, is LERC recreation manager in Burbank, while Lon K. Anthony serves as director in Sunnyvale.

GUIDE LAMP LOANS LAND

Executives and personnel of the Guide Lamp division of General Motors Corp. believe in the good neighbor policy.

Civic responsibility of the firm was demonstrated recently when it loaned a tract for Babe Ruth League baseball. Involving nearly 300 boys, the league will move to the Guide Lamp diamond for the 1963 season.

E. J. Dietzer is recreation administrator for the company.

CHORAL CLUB HONORED

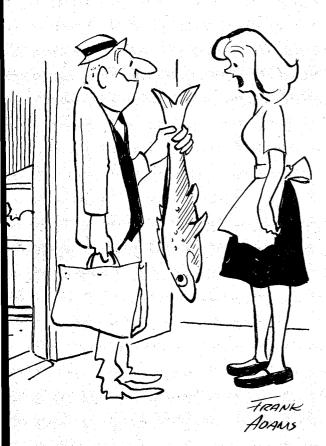
A certificate of appreciation was presented recently to the Teletype Choral Group, Skokie, Ill., by the Veterans of Foreign Wars post in Evanston.

The Choral Group received the award for participation in a musical variety show for patients of Downey Veterans Hospital, Downey, Ill.



Travel minded employees of the Teletype Club in Skokie, III., where George Kalmus is recreation administrator, prepare to take off on a two week trip which included two days in

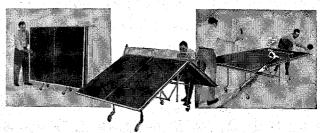
San Francisco, nine days in Hawaii, and three days in Los Angeles and Hollywood. The trip was arranged by the Happiness Tours division. of the E. F. MacDonald Travel Co.



ut Joe! I understood you were bringing home a 'surgeon' for dinner!"



the TUCK-AWAY table is ready in seconds!



Now, any room becomes a recreation area quickly, easily . . . with the TUCK-AWAY folding tennis table. The TUCK-AWAY is built for lasting service, minimum storage requirements, and speedy, safe operation. Finished in flat green with white court lines, the TUCK-AWAY is regulation size and features "Floating Fold" for easy, positive action. So safe a child can operate it. USTTA approved for tournament play.

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RV RECREATION ROUNDUP

GEORGIA FIRM GIVES \$4,000

Lockheed-Georgia, of Marietta, Ga., recently contributed to a worthwhile community project in its area.

The firm donated \$4,000 to complete construction of a centrally-located track facility which will be used by all high schools in the city and county. In the past, there has been no regulation track for field events.

Win LeSueur, manager of the company's personnel department, personally presented the check to county officials.

CHEMSTRAND COURSE OPENS

After several years of anticipation, Chemstrand employees have their new golf course.

The 18-hole course opened the middle of July, six years after the idea was first discussed by interested personnel of the company.

The idea started slowly, but picked up momentum as time went by. Actual construction was started in the spring of 1961, and it was hard work and lots of perspiration for those who pitched in.

One swamp area took more than 30,000 yards of dirt to fill in. More than 3,000 yards of dirt were moved, shaped

and contoured to mold each green. 1,000 yards of dirt were transported for each tee box. 20,000 yards of dirt were hauled from No. 7 and 10,000 yards from No. 18 fairways to prevent them from being blind holes.

Summers Jarrett heads employee relations at Chemstrand, R. R. Curd is recreation director, and A. R. Johnston is assistant recreation director.

DP&L ADDS PICNIC AREA

A new picnic area is being added to Dayton Power & Light's Recreation Park, Dayton, O.

To handle an increasing number of DP&L employees using the facilities, about one acre of wooded area has been seeded and reconditioned as the new picnic site.

The grounds will include a parking area, six picnic tables, three outdoor charcoal grills, running water, plenty of shade, and lots of room for the children to play.

Robert S. Hutchinson is recreation administrator for DP&L.

BRIDGE CLUB CELEBRATES

132 bridge enthusiasts recently participated in a gala charity tournament when the RCA Victor AA Bridge Club, Camden, N. J., celebrated its silver anniversary.



NIRA's outgoing board of directors recently took time out during the New York Conference to attend a banquet in their honor at the Wal-

dorf-Astoria. They were guests of Anne Hillman, manager of agency and tour sales, and members of the sales staff.

WITTEK GOLF RANGE SUPPLY CO., INC.

5128 W. NORTH AVE.

CHICAGO 39, ILL.

Complete line of golf supplies and equipment for indoor and outdoor practice ranges, golf courses and pro shops.

Golf mats, golf balls, golf clubs, and all types of netting for golf practice at wholesale prices.

WRITE FOR ILLUSTRATED CATALOG AND PRICE LIST

Through donations and ticket sale the game raised \$225, which wa turned over to the American Contract Bridge League in support of its 1965 charities.

R. E. Slough is recreation administrator for Radio Corporation of America in Camden.

SAN DIEGO GROUP MEETS

Bill Hudson, who plays tackle for th Los Angeles Chargers, was on hand t address a recent meeting of the Sa Diego Industrial Recreation Council.

Hudson, who played four years of proball in Canada before joining the Chargers, talked to the San Diego group about the differences between American and Canadian proball.

CLASSIFIED

RATES: regular type—15 cents per word; bold face type—25 cents per word. Copy must be received by 5th of month preceding issue in which ad is desired.

POSITIONS WANTED

Desire position as athletic director or recretion director. Previously served as athlet director for 20 years while serving in armé forces. Married, 6 children. Acceptable min mum salary \$500. Available Dec. 25, 1962. Box #55—RECREATION MANAGEMEN

Desire position in recreation management Experience includes athletic activities: have organized clubs and associations. Also responsible for employee activities. Married, children. Canadian citizenship, Willing to relocate.

Box #56—RECREATION MANAGEMEN

Desire position as industrial recreation director or business manager. Previously served business manager of employee activities for prominent manufacturing firm in midwe Administrative experience as well as go academic background. Age 34, married, children.

Box #57—RECREATION MANAGEMEN

Desire position as industrial recreation director or staff member. Accredited college grad ate with major in physical education a minor in psychology. Midwest location p ferred. Married.

Box #58—RECREATION MANAGEMEN

NOTICE

Due to increasing demand an greater workload, an annua \$5.00 processing fee—effectiv July 15, 1962—will be charge to job applicants who wish t place their resumes and creder tials on file at NIRA's Placement Bureau.

4 exciting sports in 1



Skeet Shooting



Rifle Shooting



Revolver Shooting



Hand Trap Shooting

SHOOTING

There's sport for every season... every age group when your recreation program includes shooting. A traditional American favorite, shooting is one of the nation's most popular leisure-time activities—with about 20 million enthusiasts today! You probably have many shooters in your company... can build your program around any or all of four different kinds of shooting—

TRAP AND SKEET—fast-moving shotgun sports with a nationwide following. "Powdering" targets is a thrilling test of coordination and timing—fun to shoot, exciting to watch.

RIFLE—enjoyed on both indoor and outdoor ranges. Competition: intramural, with neighboring teams,

and through postal and telegraphic matches.

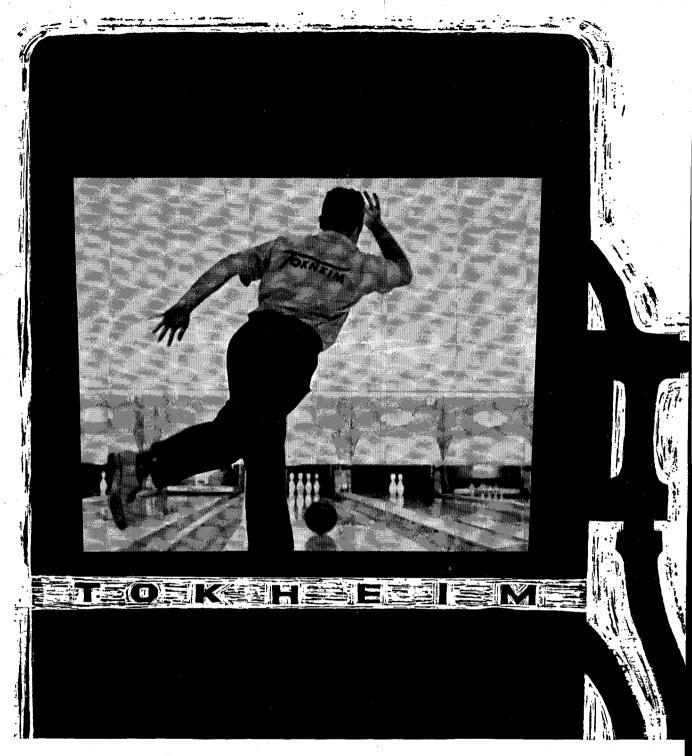
REVOLVER—one of America's favorite forms of competitive shooting—on easily constructed ranges, indoor or outdoor—a wide variety of interesting events.

HAND TRAP SHOOTING—excellent practice for the shotgun hunter. Targets can be thrown high, low, fast or slow—a real test of shooting skill, and fun besides!

You can start a shooting program on as modest or as large a scale as you wish. Remington has helped many successful company gun clubs—will send full information. Just check items you'd like and mail the coupon.

FREE All the information you need to start a successful shooting program. CLIP AND MAIL TODAY

Remington Arms Comp	oany, Inc., Bridgeport 2, Conn.
RIFLE—Product catalog and literature on rifle shooting.	REVOLVER — Product catalog and literature on revolved shooting.
SHOTGUN—Product catalog and literature on gun-club operation.	
Name	Address
Title	City
	State



SMALL COMPANY-BIG LEAGUE BOWLING

Although relatively small in numbers, with 750 employees, 70 bowlers participate in Tokheim-sponsored leagues. One fact that doesn't appear in the figures, is the *scope* of bowling at Tokheim Corporation. People from all phases of the company's operation, including the company president, Louis Niezer, bowl in the leagues every week.

In addition, upwards of 100 people bowl in Sunday afternoon tournaments held 6 times a year. This fine record of 6 yearly tournaments and 13 regularly sponsored teams shows that a company need not be big in numbers to be big in bowling. In the words of vice-president David Cunningham: "We like bowling as a sport because it

brings together all levels of employment, ages and far ilies in a wholesome, competitive sport that is conducit to friendliness and better understanding."

Why not let bowling work for you? For complete info mation, write the Brunswick Corporation, Recreation Department 88, 623 S. Wabash, Chicago, Ill.



Recreation Wanagement

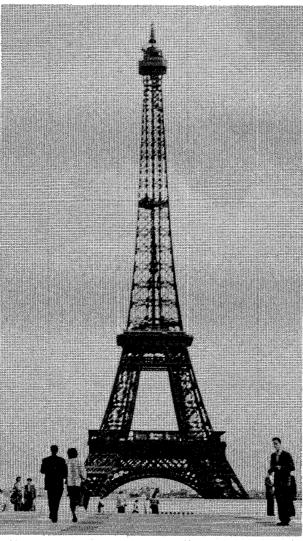
THE NATIONAL MAGAZINE OF REOREATION IN BUSINESS AND INDUSTRY

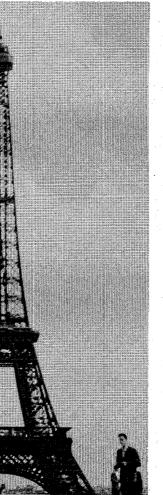


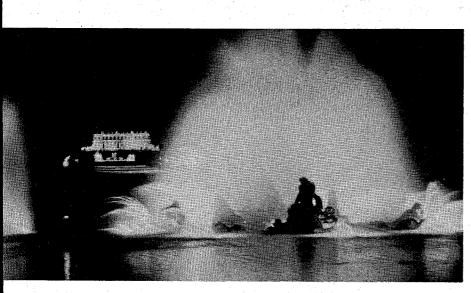
of your employees d win a trip two to Paris

pages 12, 13 details about A's exciting oloyee Photo Contest

geared to you build ter participation













Teamwork



promotes teamwork

Plan your employee bowling program now — and make sure it's an AMF-equipped Bowling Center. Why employee bowling?

- All employees can participate. Bowling's easy to learn ...invigorating but not strenuous.
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SEPTEMBER 1962

Volume 5, Number 9

Paris means many things to many people. But it's one of the most fascinating places in the world. A trip there is offered as 1st prize to the winner of the NIRA Photo Contest. See pages 12, 13.



RECREATION THE NATIONAL MAGAZINE OF RECREATION IN BUSINESS AND INDUSTRI

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signs of the times...

IT PAYS TO ADVERTISE, especially in building participation in industrial recreation activities. And the place to start is with your company publication. As it has done many times in the past, the Lockheed Employees Recreation Club, Burbank, Calif., recently turned to its publication "The Star" with a classified ad. Nothing complicated, the ad simply stated: "LERC concert band has openings for sax, clarinet & trumpet. Ext. 1735." As usual, the ad brought effective results.

CARTS, PULLED BY WELL-TRAINED PONIES, provide one of the biggest drawing cards for children at the Nationwide Insurance WRFD recreation area, Columbus, Ohio. But that's not all. At the request of the firm's safety committee, each cart has seat belts and displays a sign: "We use seat belts, do you?"

WHAT STARTED LAST NOVEMBER as a two-month project of the welfare committee of General Dynamics/Astronautics Wives Club at Walker AFB is still going strong. Dubbed "Operation Shoe," the project began when committee members were advised that a number of Roswell, N.M., children were unable to attend school because they lacked shoes. As the ladies began their shoe collection, used shoes were polished and refurbished, then sent to schools for distribution. When some needy children couldn't be fitted with sizes on hand, the group opened a campaign with cookbook sales and a raffle. This raised \$350 to purchase new items. At the end of the two-month period, the need for shoes was still great, and the project expanded to distribute clothing and even some essential home furnishings. Recently, the committee distributed its 1,000th pair of shoes!

HOUSEHOLD STAIRS can be more dangerous than skydiving! At least, this is probably the opinion of Ken Carrier, who works in the electrical lab at the AiResearch division of Garret Corporation, Los Angeles, California. Participating in an "outing" of his skydiving club recently, he made parachute jumps from 4,500 and 5,500 feet. Then he returned home and promptly fell down three steps and sprained his knee!

INDUSTRIAL HUNTERS should do well this year. According to a national survey conducted by the conservation department of Olin Mathieson Chemical Corporation, an outstanding small and big game season is forecast. Supervised by Dr. E. L. Kozicky, corporate director of conservation, "deer highlight the forecast and undoubtedly are more abundant today than they have been since the turn of the century ...with good to excellent hunting for rabbits...squirrel hunting should be as good or better than last year...ring-necked pheasant crops in Nebraska, Iowa, and Pennsylvania are reported as excellent with good hunting in South Dakota, Ohio, and within the pheasant range on the west coast...all species of quail are in good supply...

BOATING IS AMERICA'S most popular sport. According to statistics gathered by the Athletic Institute, boating catered to 36,000,000 persons in 1961, while fishing was next with 33,500,000, and bowling was third with 30,000,000. Tied for fourth, volleyball and table tennis each drew 20,000,000. Shooting was close behind with 18,000,000. Then came roller skating with 15,000,000. Softball claimed 14,500,000 players, while 12,000,000 liked basketball.



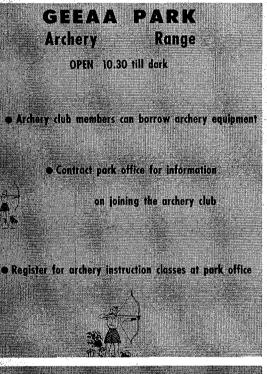
Isn't the man you want (and the man you want to keep) a man who'd enjoy shooting?

Shooting facilities are more and more a part of industry recruitment and recreational benefits. And for good reason. Shooting sports appeal to the right kind of people—men who are intelligent, careful and stable. If your company would like to know more about recreational shooting, of any kind, write to Winchester-Western, New Haven 4, Connecticut.

WINCHESTER® HOStorn Olin

A Key To Better Program Management

Effective use of bulletin boards can give industrial recreation programs a healthy boost. But careful planning and attention to detail are prerequisites for success. The cooperation of others is also needed. Here, in the first of two parts, R/M tells how one director stressed fundamentals in his approach to this area of administration.





SUN, JUNE 3RD, 5:00 P.M. HAMILTON TAFT H.S. FLIP TWISTERS, YOLLEYBALL GOURTS, PICNIC AREA

SAT, JUNE 9TH, 8:00 P.M. QUEE CLUB PRESENTS "THE AMERICAN SCENE" OUTDOOR THEATER

SUN, JUNE 10TH, 5:00 P.M. REINCETON H.S. BAND, VOLLEYBALL COURTS, PICNIC AREA

SUN, JUNE 17TH, FATHERS DAY TIE BARS FOR ALL THE PATHERS PARACHUTE JUMPERS, LOW ALTITUDE, SKY DIVING, HIGH ALTITUDE - 5:00 P.M. COIN GLUB DISPLAY, SHELTER A

COIN GLUB DISPLAY, SHELTER A

SÜN. JUNE ZATH

BASKETBALL GLINIC AND

DEADNSTRATION CINGINHATI ROYALS TO BASKETBALL

BASKETBALL PLAYERS, BASKETBALL

GOURTS PIGNIC AREA 5:00 P.M. ARCHERY

Like most industrial recreation supervisors, Dan Zieverink, Recreation Supervisor for General Electric in Cincinnati, Ohio, and former NIRA Regional Director, enjoyed running a successful program for employees of the firm.

But in spite of a wide range of activities for employees of varying interests, plus a high degree of participation, he continued to seek new ways to improve his program.

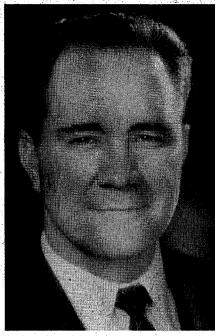
And one of the improvements he has come up with recently is a stream-lined bulletin board system which has given his excellent program a hearty boost.

But careful planning and adequate preparation had to come first. Mr. Zieverink knew that once he had it started, he wouldn't be able to keep his new system up to date all by himself. He especially needed the cooperation of the Trustees of his General Electric Employees Activities Association to assure success.

This called for an intensive "educational" approach. As soon as he had his new system ready to go, he took the first step. This consisted of a directive, dated February 1, 1962, to "G.E.E.-A.A. Trustees—Personnel Manning Bulletin Boards:

"A considerable amount of time, effort and money has gone into the G.E.E.A.A. Event Board Program. If this program is handled properly it will do much to improve the effectiveness of our operation. This program can only be successful if everyone does their part."

In the next paragraph of his direc-



Daniel H. Zieverink

tive, Mr. Zieverink really lays it on the line:

"Twenty six Event Boards have been placed at strategic locations through out the Evendale plant. These location center mainly at building entrances and cafeterias. Unless materials are supplied for posting and the posting of curs per the schedule, this program will fail and employees will use these Boards for posting items of a persona nature."

Then came specific instructions:

"Attached is a schedule of Ever Boards and the Trustees responsible for maintaining these boards; and, schedule which describes the location of the various Event Boards.

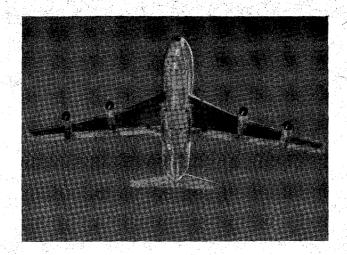
"We are also issuing you a pac containing the material necessary fo the February posting.

"Contained in this pack are the in structions governing where the materian the pack is to be placed on the Event Boards, i.e., all Boards throughout the plant are to be standardized. Also in the pack is an envelope containing pins which are to be used for posting the material on the Even Boards."

Note how Mr. Zieverink has give attention to the smallest detail—he left nothing to chance.

"As an alternate possibility, stapl are very effective and neat looking the posting of your Bulletin Board Either method is acceptable.

"You will notice that some of t Trustees have not been assigned a sponsibilities for specific Boards. If



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person who is assigned to a Board will not be available to perform the posting function, he is to request an alternate to perform this service for him."

Here Mr. Zieverink has applied one of the cardinal rules of good administration—delegation of authority. And he makes it plain that the Trustee, not Mr. Zieverink, is responsible for the appointment of an alternate.

"There are six locations on the Event Boards for posting $8\frac{1}{2} \times 11$ " posters. Two of these locations will be taken up each month by the Calendar of Events. Therefore, only four other locations on the Board are available. It may be that we will have to select for posting those programs which have an effect on the most people when we have an abnormal amount of requests for posting during a particular month.

"The Recreation Office will prepare the material to be posted along with posting instructions prior to the monthly Trustees meeting. Therefore, Activity Chairmen should work with the Recreation Office in advising them of desired posters to be made up, and information for the Calendar of Events.

"The material will be placed in envelopes, i.e., one for each Event Board, and distributed to the person assigned to the Boards at the monthly Trustee meetings..."

While his directive was thorough and left no doubt as to how the Event Boards were to be handled, Mr. Zieverink followed through with two additional sheets of instructions.

The first, headed: "G.E.E.A.A. Bulletin Board Assignment," consisted of two columns. The first column listed all the buildings and bulletin board numbers which were to be used for posting. In the second column, he matched the buildings and bulletin board numbers with the names of the Trustees who would be responsible for each location.

At the bottom of the sheet, he listed four alternates, who would take over in the event that the assigned person was out of town, or became disabled.

The second supplementary sheet was headed: "G.E.E.A.A. Bulletin Board Placement Program." Here Mr. Zieverink not only listed all the buildings where Event Boards would be posted, but also detailed the specific spot in each building.

Examples:

"Building 300—1. Main entrance wall opposite conference room by blue classified waste container—cinder block wall...

"Building 500—1. Factory entrance through 501 to west of Safety Milestone Awards area (aisle) tile brick...

"Building 500—2. Factory floor by rear parking entrance. Col. M20 stairway east of Walk Don't Run sign . . .

"Building 500—3. Basement Col. G18 tile wall at corner by JED Noon-time News sign...

"Building 700—4. Brick tile wall 700 Lunch-O-Mat east of Women's Toilet #29 and emergency ladder . . .

"Building D—2. P Cleared Shop Area north wall of corridor—opposite vending machine. Gert Schuette for specific placement—concrete block

To carry through his system from month to month, Mr. Zieverink prepared a separate sheet of instructions headed: "Posting Instructions For G.E.E.A.A. Event Boards." It included a simple outline sketch of an Event Board, with top and bottom sections

marked off. Beneath the outline, in structions detailed which posters were to be removed, and which were to be posted.

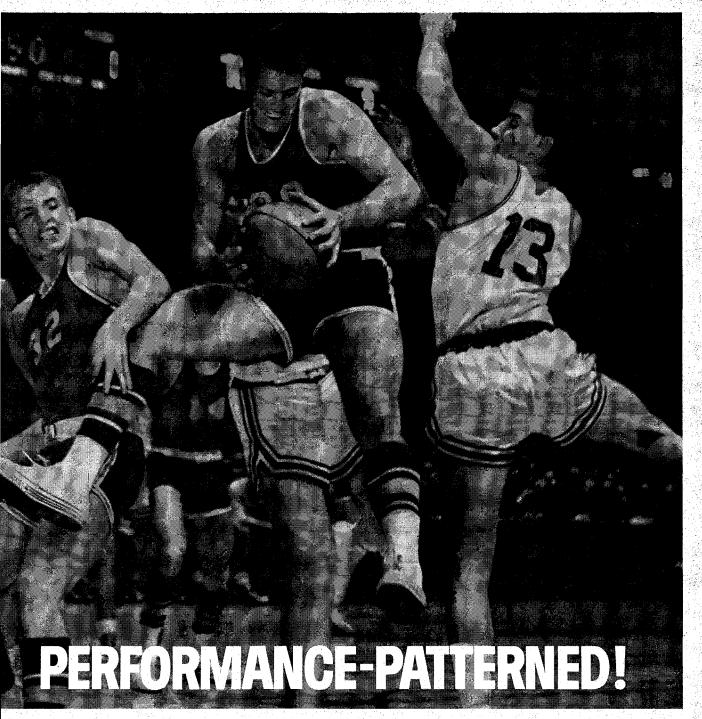
In this manner, the final "ifs" wer eliminated. Each and every Truste knew exactly what was expected ohim, and "how" and "when" it was to be done. All responsibilities wer clear.

But before the success of the program could be assured there was still another preliminary step which had to be taken. This required orientation of the GE employees, whose understanding and cooperation was every bit a important as that of the Trustees.

Here Mr. Zieverink employed a logical and effective media of communication. What he did, and how he did it, will be covered in the October issue of Recreation Management, when the last half of this article will be concluded.

One of the instruction bulletins to G.E.E.A.A. Trustees

	One of the inst	truction bulletins to (G.E.E.A.A. Trust	lees
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The Wilson Comet features "M" channel seams and Roto-Bilt construction for perfect playability. Selected pebble grain leather. The Wilson Jet® is precision built with Last-Bilt construction for true balance and roundness. Selected pebble grain leather for finger-tip control. Competition was keen among the finalists. But judged on leadership, program, facilities, organization, financing, major achievements, and NIRA participation, General Dynamics/Fort Worth earns recognition as this year's national winner.

HELMS

Industrial recreation is neither theory nor experiment—it's an essential function of successful management.

This philosophy reflects the healthy and farsighted thinking of top management at General Dynamics/Fort Worth. And it's one of the many good reasons why the Texas firm, which employs 14,000, was judged the national winner of

the 1962 Helms Awards for the "most outstanding company program in North America."

In winning industrial recreation's highest honor, GD/FW first had to be selected over other Class D entries (10,000 or more employees). Then the firm had to compete against entries which had been judged the best of their respective classifications. These were Faultless Rubber Company of Ashland, Ohio; Kaiser Industries of Oakland, California; and Equitable Life Assurance Society of New York City.

When the final vote was tallied, it showed that the judges had been most favorably impressed with the remarkable growth of the General Dynamics/Fort Worth recreation program.

GD/FW has never stood still. New and improved activities and facilities have been added each year since the company first gave the nod to an industrial recreation program.

During 1961, for example, a Senior Citizens' Club was organized. Attendance has averaged 130 at these meetings, which are held on a bi-weekly basis. In the picnic area, a large shelter house was constructed last year.

"While this picnic area includes 60 family-size barbecue pits, we also had to give consideration to a couple "Texassize" pits," points out T. G. Croft, chief of employee services.

Mr. Croft, a past president of the National Industrial Recreation Association, has played a key role in the growth of recreation activities and facilities at his company.

He notes that 216,000 GD/FW employees and their families visited and/or used the recreation area last year. 3,000 enthusiastic youngsters poured over the area during the company's Easter Egg Hunt, while attendance at the "County Fair" was 27,000.

To handle the tremendous program at General Dynamics/ Fort Worth, top management has recognized the need for

The Most Outstanding Company Program

an adequate staff to assist Mr. Croft. Working on a full time basis is a business manager, three clerical employees, and 31 employees at the recreation area. In addition, there are 39 commissioners of activities and four representatives at large.

The Recreation Association is governed by the Employees Council, made up of activity commissioners appointed for one year terms by the company. Officers of the Association are elected annually through secret ballot by the Council All employees are eligible to hold office.

INCOME AND FINANCING

To finance its services and activities, GD/FW depends completely upon revenue from vending machines. An independent caterer is licensed to operate all machines. The Association, formed by employees in 1949, receives a percentage of all gross sales. No building, installation, or project is started in the recreation area until funds are available to complete it.

A budget committee, consisting of members of the Enployees' Council, is appointed by the elected president of the Association. Commissioners of each activity annually submabudget request to the budget committee, which investigates

One of the newer activities at GD/FW is the Senior Citizens' Clu Table games offer this age group a good way to enjoy their leisure hou





T. G. Croft
Chief of
Employee Services
General Dynamics
Fort Worth

and makes recommendations for approval by the Employees'

Dues are not charged for membership in the Recreation Association; membership is by virtue of employment only. Individual activities may charge fees for specific activities. Membership privileges are extended to members of the immediate families of all employees, and family participation in all activities is encouraged.

The main buildings in the recreation area—which covers 3 acres, were erected and paid for by Association funds. Jolunteer labor has been responsible for many of the outtanding facilities enjoyed by employees. Except for the lubhouse and field house, the entire recreation area was uilt by GD/FW employees and Air Force personnel who olunteered their efforts during off-duty hours.

Mr. Croft and his associates understandably take pride n the expansion of their facilities in the recreation area. hese facilities are so complete that little is left to the imagiation. Indoor facilities include a clubhouse (with ballroom, nack bar, TV lounge, and numerous activity rooms), field ouse, ranch house, barn (stables), Little Theatre, Rockound Shop, Tiny Tot area (nursery), astronomy observaory, and picnic area with shelter houses and two rest rooms.

ach year, some 3,000 enthusiastic youngsters frolic at the annual D/FW Easter Egg Hunt. Here's a portion of the 10-12 age group.



GD/FW RECREATION PROGRAM

ATHLETIC ACTIVITIES

archery, badminton, basketball, bowling, fencing, fishing, hunting, go-cart racing, ice skating, skin diving, golf, ranch activity, horse-shoe pitching, touch football, tennis, softball, table tennis, weight lifting, volleyball, washer pitching, fencing.

YOUTH ACTIVITIES

junior baseball, pee wee football, teenage dance classes, company-wide easter egg hunt, and many of the activities listed under the other headings.

SOCIAL, CULTURAL ACTIVITIES AND HOBBIES

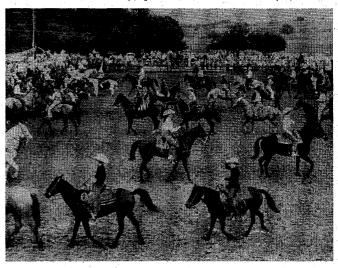
art, astronomy, ballroom dancing, boating, bookbinding, bridge, checkers, dominoes, chess, gardening, model checkers, chess, dominoes, gardening, Little Theatre, model airplane, photography, radio, rockhounds, senior citizens, square dancing, stamp & coin, travel, womens' club, and welfare.

Outdoor facilities include a rodeo arena, two tennis courts, two picnic areas, a casting pond, go-cart track, patio, baseball diamond, two junior baseball diamonds, model airplane field, railroad train ride, miniature golf course, three softball fields combined with football and soccer fields, four boat and fishing docks, the barbecue pits, two outside volleyball courts. Regulation flood lighting has been provided for all outdoor facilities. GD/FW owns all the facilities except for the Little Theatre.

In addition to the regular recreation activities listed below, GD/FW annually promotes fund drives for U. S. Savings Bonds, the Con-Trib Club (welfare program), Salk vaccine, poll tax, auto licenses, ticket sales to college and pro football and baseball games, musicals, and theatrical productions. Moreover, according to Mr. Croft, the company's blood replacement program is the largest in the southwest.

The attitude of top management at GD/FW toward industrial recreation for company employees is certirally reflected in the philosophy of the Recreation Association, which holds that "people who play well together, work well together." And this motto also indicates why General Dynamics Fort Worth in 1961 had the most outstanding program in North America.

The Annual Rodeo is one of the many popular events which GD/FW includes in its recreation program. This event draws many spectators.

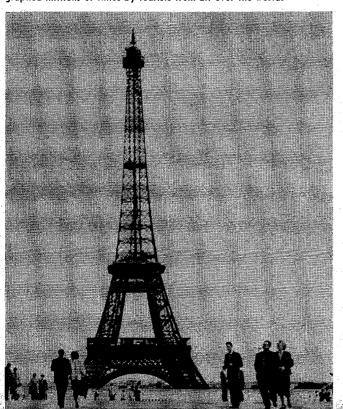


NIRA Announces
3rd Annual Employee Photo Contest

A Trip To Paris Awaits The Winner

This year's contest will be the best ever. A week's vacation for two in one of the most glamorous cities in the world. The contest provides an exciting incentive to encourage more employees to participate in your recreation program.

Nearly 1,000 feet high, the Eiffel Tower was built for the 1889 Exposition in Paris. Probably the city's most famous landmark, it has been photographed millions of times by tourists from all over the world.



A trip for two to Paris! This wonderful prize will go to one of your lucky (and photographically talented) employees if he wins the 3rd Annual Employee Photo Contest.

The trip to Paris includes some exciting extras. In addition to six nights in the gay city, with greetings and personal assistance by an American Express uniformed representa-



Some photo-minded employee will fit into this picture. It could be one of yours, if he (or she) enters the best photograph.

tive, the package also includes transfer by tax between the air port and the hotel accommodations three meals a day at the hotel, service, gratuities and taxes on accommodation and meals.

That's only

part of it. The contest winner will also be treated to a half-day tour of modern Paris and a half-day tour of histori Paris. Moreover there'll be choice of an after noon tour of Versailles, or on ticket to a theatr or music hall, o

one table d'hote luncheon at Reine Pedauque or Del Monico

Round trip tickets from New York to Paris will be furnished by Lufthansa Airlines, while American Expres Company will provide the one-week tour of Paris.

Sponsored by the National Industrial Recreation Association, the contest is designed to help recreation administrators focus attention on their company programs. At the same time, the contest also serves to generate interest an build membership in employee photo clubs.

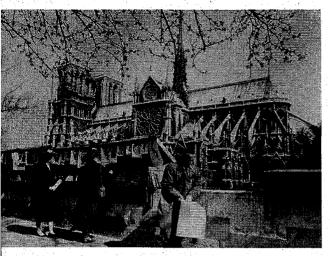
While this year's contest probably offers your employed a chance to shoot for one of the finest experiences in the lifetime, they aren't the only ones who stand to gain. Re reation administrators can also benefit.

The director who does the best job of promoting the contest to his employees will win valuable photograph merchandise donated by Eastman Kodak Company Rochester, N. Y. A high quality camera will be awarded to the director of the company from which the higher percentage of entries (based on total number of employees are received.

To help you successfully promote the contest, NIRA ar Recreation Management will be furnishing you with nev releases, articles, and bulletin board materials.

To win the trip to Paris, your employees are going be up against some mighty stiff competition. Photograph is booming, and employee photo clubs are more popul than ever before. This means that hundreds, if not tho sands, of employees will be aiming for this Paris vacatio

This year's contest really puts the spotlight on yo chosen profession. Photos submitted by your employe must feature some phase of the industrial recreation pr



ne of the many fascinating places of interest in Paris is Notre Dame athedral. This picture was taken from Left Bank of the River Seine, ote two pedestrians examining literature on display at bookstall.

ram at your company.

Industrial recreation offers your snapshooters unlimited hotographic possibilities. Their pictures could feature ome part of your sports program. Or they could tie in ith social or cultural recreation activities. Pet shows, ower shows, fashion shows, and employee travel clubs I contain excellent possibilities for photographs depicting ome portion of your program. Music and choral groups, ying clubs, model railroad clubs, rockhounds, home ecomics, and handicraft groups also offer good subject matr for picture content.

While the photo contest should prompt many of your imployees to take a closer look at your program, you still ay have to remind them from time to time that their tries must be readily identifiable with the specific field industrial recreation.

In judging photos, many factors will be considered. reativeness and originality will be very important. Since picture is worth 10,000 words," contest entries should nain some story-telling values. Photos, of course, will also graded on composition and technical excellence.

Only black-and-white glossy photos will be accepted for nsideration, with definite preference toward the 8 x 10 ch size. Developing and printing may be done by a photonisher or by the contestant. No artwork or retouching on e prints or negatives will be permitted.

All entries become the property of NIRA for an indefite period of time. There's good reason for this. As in the st, the winning photo will appear on the cover of a ture issue of *Recreation Management*, while other entries ll be held for possible editorial and/or cover use in other ues. Consequently, contestants should retain their negates.

The contest is open to any amateur photo enthusiast aployed by a NIRA company or branch member. Entries buld be mailed to Employee Photo Contest, National Instrial Recreation Association, 203 N. Wabash Ave., Chigo 1, Ill.

No formal entry forms are required. Contestants need by print on the back of each photo their name, address, me of their company and recreation administrator, and a port description or title of the picture. Contestants may point as many photos as desired, but no one will be elible for more than one prize. Entries must be postmarked later than midnight, July 31, 1963.

'A TRIP TO REMEMBER'

Mrs. Helen Lacey almost didn't enter the 2nd Annual Employee Photo Contest! But her photo "Spring Thaw" took top honors. It won Mrs. Lacey and her husband a vacation in New York City, where they had one of the best times of their lives.

If it hadn't been for Martha Daniell, C.I.R.A., director of recreation at Nationwide Insurance Company in Columbus, Ohio, Mrs. Helen Lacey and her husband might never have seen New York City.

Mrs. Lacey, who works for Nationwide, didn't think her photo "Spring Thaw" was good enough to merit consideration in the 2nd Annual Employee Photo Contest. But after



Mrs. Lacey receives honors and special plaque during NIRA Conference in New York. Charles Haggerty of Ford made the presentation.

much encouragement from Miss Daniell, she entered the photo. And it edged many outstanding entries to win a trip to New York.

"A little tiring, naturally, but most exciting," reports Mrs. Lacey. "We were most impressed with the reception we received at the Conference. Everyone made us feel we belonged there, even though

we were only guests in the big city for a few days."

For the Laceys, who had never been to New York before, it was a vacation to remember. While in New York they enjoyed the hospitality of the Hotel Manhattan, dinners at the Stockholm Restaurant and Miller's Restaurant, a Gray Line sightseeing tour of New York, Circle Line's 3-hour cruise around Manhattan, and an open house and tour of the Grace liner Santa Rosa.

Mr. and Mrs. Lacey, of course, exposed a lot of film to record their vacation. And they'll always be grateful to Miss Daniell, whose encouragement helped make it possible.

Mr. and Mrs. Lacey prepare to enjoy a delicious dinner at the Stockholm Restaurant, one of the many highlights of their trip to New York.



R V RESEARCH REPORTS

A Survey of Industrial Recreation Areas

Miss Davis is an Urban Planner in the Farm Economics Division, Economic Research Service, U. S. Department of Agriculture. Her article is based on data provided by industrial recreation administrators for a study of many types of privately owned outdoor recreation areas and facilities.

Industrial recreation has come a long way since the president of the National Cash Register Company in Dayton, Ohio gave orders that his private grounds should be placed at the disposal of his employees for a series of summer picnics and outings while he was in Europe during the summer of 1904; and the United States Shoe Machinery Company of Beverly, Massachusetts in 1910 donated to its employees a clubhouse located in the center of extensive athletic grounds containing tennis courts, a baseball diamond, a golf course, a cricket and track field, and large grounds for a gun club.

Now, hundreds of industrial recreation areas provide fun and health building outdoor recreation for literally millions of industrial employees and their families.

A nationwide study of privately owned outdoor recreation facilities was made recently by the Farm Economics Division of the Economic Research Service. The cooperation given us by industry through its representatives was most gratifying, and we are happy to share the results with our cooperators through Recreation Management.

The National Industrial Recreation Association helped get our survey off to a good start by providing its 1961 membership directory for our use. A sample of 87 member companies having 5,000 or more employees was selected from it. Smaller companies were excluded from the sample because we could not handle a large volume of replies, and we assumed that the smaller companies are less likely to have recreation areas.

Sixty-two questionnaires (a remarkable 71 percent of this sample!) were returned to us. Some companies reported that they have no recreation areas, some provided only part of the information we needed, and some were located in places of 10,000 or more population (our study concentrated on rural rather than urban based facilities).

After these were weeded out, 24 questionnaires remained for analysis. Sixteen of these were from east of the Mississippi River, and 8 from west of it. This distribution generally reflects the geographic distribution of all the companies to which questionnaires were sent.

ACREAGE, OWNERSHIP, VALUES

These 24 industrial recreation areas represented by the questionnaires have a total of 2,512 acres. Site sizes range from 3 to 760 acres. Neither the average acreage (100) nor the median (26) is statistically meaningful when such a range of sizes is present.

by Jeanne M. Davis



It is more revealing to know that one-third of thes recreation areas are on sites of less than 15 acres, one-thir are between 15 and 100 acres in size, and one-third are o sites of more than 100 acres.

In other words, it isn't necessary to have hundreds of acres in order to provide employees with a variety of goo outdoor recreation facilities. In fact, a well-planned, well designed small tract generally provides more fun for more people than an undeveloped area of great size.

On the other hand, a large tract can be developed over period of time and, of course, provides the potential for further recreation development in later years when lan costs probably will be higher.

Two-thirds of the 24 recreation areas are entirely of company-owned land. Of the remaining third, almost two thirds are on land partly company-owned and partly leased and one-third are on land entirely leased. Lessors included companies or corporations, individuals or families, county, and several departments of the federal government.

About \$3½ million was invested in 14 recreation area according to estimates we received. Individual area investment estimates ranged from \$10,000 for one site of about 7 acres to \$600,000 for another of approximately 180 acres

LAND AND WATER RESOURCES

We found in our overall study that, except for the industrial recreation areas, most recreation areas are water oriented to some extent. Many either have water on the sign or the properties border rivers or lakes. Water apparent is a less important factor in the selection of industrial recreation areas—only 6 of the 24 have access to lake ponds, rivers, or streams.

The terrain of half the industrial properties is general flat. One-third of the sites are on rolling land, and the mainder have a combination of terrain types ranging fro flat and rolling to flat and mountainous.

LAND USE

Recreation is the primary use of the industrial recreation areas, according to reports from 20 of our 24 respondents. Watershed protection for industrial water supply the principal use of another area.

One respondent indicated the land is used mainly from manufacturing and only part is used for recreation proposes; two did not reply to this question. More than percent of the acreage in this inventory is used principa for recreation purposes.

RECREATION ACTIVITIES

What kinds of recreation are available in industr recreation areas? Facilities for 26 different types of recreation are available at these 24 industrial recreation areas.

Continued on page



(no salary!)

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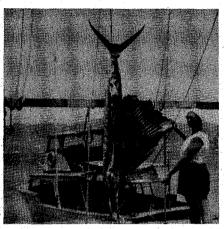
SOFTBALL You can't miss with Spalding's Top-Flite-the softball that never cries "uncle"! Or choose one of 11 other models, all official size and weight. And Spalding makes a wide assortment of official bats, all finest hardwood.



A Lady And Her Sailfish!

The big catch weighs 118 lbs. and moves a Motorola employee into the lead for top honors in the Annual National Postal Fishing Contest.

 ${f B}$ race yourselves, fishermen. A lady angler pulled in a whopping sailfish near Acapulco, Mexico, during a recent vacation. Her catch not only qualifies her as the winner in



Helen Worman and sailfish

the salt water division for the month of July, but also puts her in the lead for the grand prize of a weekend fishing trip to North Manitou Island in Lake Michigan.

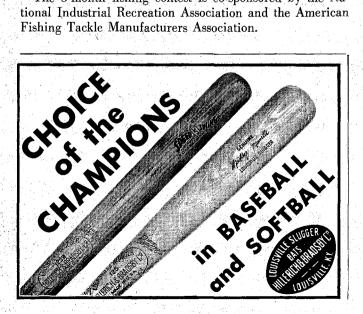
Her name is Helen Worman. and she caught her 9 ft. sailfish while trolling in the morning, according to Walter Dowswell, recrea-

tion administrator at Motorola, Chicago, Ill., where Miss Worman is employed.

Fresh water winner for the month of July is Clyde R. Outlaw, Jr. He pulled an 11 lb. 4 oz. largemouth bass out of Long Lake, Florida, using spin tackle, 8 lb. test line, and plastic blackworm. His largemouth measured 301/4 inches, with an 18 inch girth. Mr. Outlaw is employed at the Martin Co., Orlando, Fla., where Clifford A. King, Jr. is recreation administrator.

The two winners will both receive a Balanced Tackle Outfit from the Shakespeare Company, Kalamazoo, Mich. Shakespeare will also award a rod and reel to the recreation administrator who sends in the highest percentage of entries, based on the number of employees in his company. To date, a very close race exists between the recreation directors of a number of firms.

The 3-month fishing contest is co-sponsored by the National Industrial Recreation Association and the American Fishing Tackle Manufacturers Association.



SURVEY

Continued from page 14

Nearly all of them provide for picnicking, over half for softball. Swimming and fishing facilities and shooting ranges are available at a third of the areas. Campsite tennis courts, children's playgrounds, horseshoe courts, an baseball diamonds come next-each available at a fourt or more of the 24 areas.

Other facilities, listed in descending order of available bility, are provided for boating, hunting, winter sport badminton, outdoor parties and dancing, Little Leagu baseball, volleyball, shufflleboard, golf, archery, miniatur golf, football, basketball, children's day camps, and ou door movies.

What kinds of recreation do employees prefer? Picnicl ing is by far the most popular activity; it accounts for 2 percent of the total of 64 listings. Next most popular is sof ball (11%), followed by swimming (8%), fishing an "outdoor activities" (6%), and hunting, camping, gol baseball, trap shooting, and club meetings (5% each Tennis, horseshoe pitching, social activities, volleyball, boa ing, football, basketball, and outdoor movies account for the remaining 16 percent.

PLANS FOR EXPANSION

No radical changes are planned for most of the industria recreation areas. Thirteen of 22 reporters said their con panies have no plans for expansion on land they now ow

Eight companies, however, do plan to expand recreation use on presently owned land. One of these expects to brin an additional 240 acres into recreational use. Another w expand activities onto five more acres of its land, and a other onto two acres more.

Of 10 companies that reported concerning plans for lar acquisition, 4 expect to acquire land. One respondent d not indicate the acreage to be acquired; three compani plan to acquire a total of 125 acres. It is interesting th 80 acres of this total are to be added to a recreation si that already has more than 300 acres—the second-large in this survey of industrial recreation facilities!

Regardless of the way new acreage is acquired, picnic ing, which accounts for one-third of the 21 faciliti planned, will be the primary use. Golf, tennis, swimmin fishing, camping, winter sports, baseball, archery, bask ball, football, softball, and "social and athletic facilitie are the other facilities planned by these companies for the recreation areas.

MORE AREAS NEEDED

The number of industrial recreation areas still is all t small. More recreation areas are needed now to me present pressures and still more will be needed each ye The demand for facilities increases more rapidly than nu bers of employees as a result of the shorter workday a workweek and the resulting increase in leisure time.

The need for recreation facilities is most acute ne cities—where so many industrial plants are located. An crease in the number of adequate industrial recreati areas would alleviate the strain on other local recreati facilities.

The minor costs of acquiring the land and developi facilities will return profits to those companies farsight enough to realize the importance of outdoor recreation the mental and physical well-being of their employees.

Start the new season with these valuable Aids from The Athletic Institute



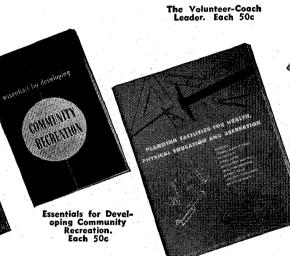
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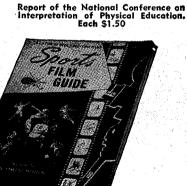
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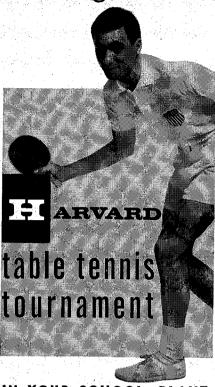


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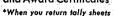
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A SUCCESSFUL YEAR

As an example of what an industrial recreation group in a city can do to serve its field, take a look at the following list of activities which the San Diego (California) Industrial Recreation Council programmed for the 1961-62 season.

Archery Field & Target-49 participants, Annual Bowling Tournament -87 participants (5 man teams), Fashion Show - 473 participants, Charm School-82 participants, Golf League — 112 participants (Tournament-193 participants), Gun Shoot -141 participants (pistol, rifle, trap, and skeet).

Photographic Show—26 participants. Roller Skating-4,787 participants (20 nights), Swim-5,624 participants (17 nights), Table Tennis League—42 par-(Tournament—50 participants), Tennis Tournament-26 participants, Volleyball Tournament—140 participants.

In addition, the council also arranged for exchange tickets for the following events:

Amateur Boxing-181 participants,

Padre Baseball—7,193 participan (11 nights), Sportfishing—1,576 pa ticipants, Theatre nights-16,846 pa ticipants, Ice Skating-304 partic

BAGPIPE BAND FORMED

A new employee recreation activity ha been formed at Aerojet General Corpo ration in Sacramento, California.

Now practicing at the firm's recrea tion center is a bagpipe band wit more than 50 members. The majorit are bagpipers, while others perform as drummers and dancers.

In many respects, the band takes o the appearance of a family affair, wit several of the wives, sons, and daugh ters of members participating with th

Future plans include selection kilts to be worn during band appea ances, while the formation of a teenag band is also contemplated.

Meanwhile, the Aqua-jets skin di ing club has added another champion ship to its list of awards.

This time the skin divers won the freshwater spearfishing competition sponsored by the Sacramento Counc of Skin Diving Clubs.

Lee Corbin is in charge of the re reation program at Aerojet.

MEET STAN LOCKE OF JET PROPULSION LABORATORY

Stan Locke, executive manager of the Employees Recreation Club, and his company, Jet Propulsion Laboratory of Pasadena, California, are among the newest NIRA members.

In the picture, Mr. Locke isn't showing anyone "the door," he's merely working with his dance chairman to get things in shape to dance after first viewing a NASA

Hired six years ago to handle the recreation program for JPL and to edit the company publication Lab-Oratory, Mr. Locke is responsible for all company activities.

"I use as many employees as possible in positions as 'chairman' and 'committee members,' " says Mr. Locke. "This seems to work very well for us in encouraging greater participation and getting publicity within our organization.

Mr. Locke needs all the help he can get, because some of the activities at JPL require a great deal of organization. Main projects are a Queen Contest, three dances (each



dance averaging 600 persons). Children's Christmas Party (1,500 kids), and the Annual Picnic which caters to some 2,500.

In addition, Mr. Locke also handles such duties as the Blood Bank, TB Truck, Reading Pamphlet distribution, A-I-D Program, Management Club Newsletter and meeting announcements.

Mr. Locke is now in the process of reorganizing the structure of his recreation council. During the six years he's been with JPL, the number of employees has increased from 1,200 to nearly 4,000.

102 TEAMS FOR GOLF

ore than 100 teams were on hand cently for the 1962 Midwest Indusial Golf Championships, held recently the Purdue course in Lafayette, idiana.

Top honors in the Management vent were won by Pete Zeides, of estinghouse, Mansfield, O., who shot 75. Lou Binette of Wyman-Gordon, arvey, Ill., came in second with a 78, hile Bob Tews of Ampco, Milwaukee, is., finished third with an 81.

FITNESS FOR THE LADIES

or its fitness-minded lady employees, e Yorktown IBM Club is sponsoring 10-week course in exercise.

Under the direction of a physical lture authority, the course stresses ose areas of prime concern to women, imely, "the hips, legs, abdomen, and rriere, with additional stress on ery body member that requires atntion for a healthy and handsome

OSKAR NOMINATIONS BEGIN

embers of Republic Aviation's 26 creation activities have begun nomitions for the 1962 OSKAR Award. Honoring all of the recreation leads, presentation of the awards will ghlight the Farmingdale, N. Y., m's 20th annual Sports Banquet ich will be held in the fall.

Established in 1960 by the Recrean Advisory Council as a tribute to company's recreation director kar Frowein, a past president of the tional Industrial Recreation Associan, the OSKAR represents the highest bute an activity can bestow upon one its members.

Awarded not for the activity, but bvactivity, it certifies that the recipihas devoted time, effort, service, d support over and above that rmally required for maintaining, proving or expanding that activity. After each activity has elected candies for the award, an impartial nel (appointed by the Recreation visory Council) selects the winner. The choice is made on the basis of ritten resume, submitted by the acty. Since the resumes are coded, the iel votes not for names, but for servrendered.

Winners are kept secret until the ht of the banquet, when they are ounced upon the opening of carey sealed envelopes. Seventeen reved the first OSKARS, while 20 re were honored last year.

STATE FARM SHOWS PARK

Edith Campbell, recreation administrator for State Farm Insurance, Bloomington, Ill., recently gave a guided tour of the firm's park program and recreation facilities to seven executives from the Johnson's Wax Co. in Racine, Wis.

Johnson's Wax is building a park of its own. Top management of the company, noting the success of State Farm's program, visited with Mrs. Campbell to pick up some valuable ideas on recreation activities.

RIEGEL APPOINTS HAWKINS

Donald E. Hawkins has been appointed recreation director for the Riegel Community Foundation, according to James W. Griffith, secretary-treasurer of the Foundation. Mr. Hawkins replaces S. W. Miller, who recently resigned.

The non-profit Foundation, an affiliate of Riegel Paper Corp., maintains an elaborate community center at Riegel Ridge. It operates employee and community recreation programs. This summer more than 600 children were enrolled at the organization's day camp.

BOWLING, GOLF MOST POPULAR

Figures from the Nationwide Insurance home office in Columbus, Ohio, show that two sports dominate the firm's industrial recreation program.

More than 75 per cent of the nearly 850 Nationwiders participating in nine different organized sports this year are active in either bowling or golf pro-

Bowling is attracting the largest number, with 65 men and 50 women on intramural teams, and 15 men and five women representing the company in industrial leagues. Another 80 continue bowling throughout the year by joining the summer intramural league, and 160 are entered each spring in the annual Headpin Tourney.

Golf draws 210 men to leagues at six courses, while some 50 women play weekly at a separate course.

Meanwhile, softball, volleyball, basketball, tennis, exercising, skiing, and shooting attract a combined total of 200 employees every season.

Despite the fact that women heavily outnumber the men, only about 300 of the fair sex are engaged in the sports program, while more than 500 men participate.

Nationwide, where Martha Daniell, C.I.R.A., serves as recreation administrator, the program is ministered by a 14-member sports council.

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... because the National Industrial Recreation Association, a service organization, is dedicated to the proposition that industrial recreation is sound management policy . . . that the recreation administrator is one of the most important members of management's team . . . that the image, the appeal, and the effectiveness of industrial recreation must enjoy constant growth and improvement.

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To help build greater emplo participation, NIRA annu promotes a number of ath and hobby contests.

RECREATION ROUNDUP

BURGESS MOVES UP AT AMF

Carter L. Burgess, who has served as resident of American Machine & oundry Company, L. I., N. Y., has een elected chairman and chief officer f the firm. He succeeds Morehead atterson, who passed away recently. At the same time, Rodney C. Gott, ormerly executive vice president, has een named president to succeed Mr. urgess.

Mr. Burgess joined AMF in 1958 president. Once president of Trans Vorld Airlines, he also served the isenhower administration as assistant ecretary of defense.

TWO WORKSHOPS PLANNED

wo NIRA Workshop & Conference eetings for industrial recreation adinistrators are on the calendar for the nmediate future.

The first Conference—Region II, id-eastern states—is being held eptember 20-21 at the Biltmore Hotel Dayton, O.

The second—Region I, eastern states is scheduled for October 29-30 at ornell University in Ithaca, N. Y.

The Conference in Dayton is placing e emphasis on facilities, with special tention devoted to financing and proamming. There'll also be an oppornity to hear outstanding speakers and visit industrial recreation facilities and around Dayton, reports Larry eal of Inland Manufacturing, NIRA nior Director from Region II.

Another highlight is a challenging lk by Walter Boswell, vice president industrial relations at National Cash

The Region II Conference is coonsored by the Dayton Industrial hletic Association, the Industrial creation Association of Dayton, and National Industrial Recreation As-

Joe DiMatteo of D.I.A.A. and Dick lkerth of I.R.A.D. are the co-chairn working with Mr. Deal in the eparation of the Conference & Work-

BALLOON DERBY

a special event for youngsters at ntinental Steel's recent Family Day gram, a Balloon Derby was held for 2,750 children who attended the

These youngsters launched heliumed balloons with attached

addressed cards displaying the contest entrants' names and addresses. Instructions on each card requested the finder to return the card with his name and address to the general office of the Kokomo, Indiana, firm prior to a specified date.

The winner, whose balloon soared some 175 miles, outdistanced 110 other entry cards returned before the contest deadline. His prize was a new bicycle, while the person who found the winning balloon was awarded a \$25 U. S. Savings Bond.

During the contest period, officials had prepared a large map where they marked balloon landings with colorful pins.

J. W. Myers and Verne Vaught head the industrial recreation program at Continental Steel.

POWDER PUFF HOCKEY

Participation can be a problem. Getting the lady employees to participate can be a greater problem—even with the less strenuous activities.

But at Canadian Kodak Co. in Toronto, Ont., where G. M. Wright is recreation administrator, apparently there are some pretty hearty ladies employed by the company.

Recently a group of them donned ice skates and proper padding and put on a zany exhibition of hockey before 300 spectators at Kodak's Family Hockey and Pleasure Skating Night.

This feminine approach to Canada's national game was the highlight of the evening's festivities, and it would seem to indicate that for a group of gals at Canadian Kodak, there is little need to be concerned over their physical fitness.



At the opening of the first U. S. type bowling center in England, celebrity Douglas Fairbanks, Jr. coaches the Lord Mayor of Bromwich. England, who is weighed down by the official medallion of his office. Mr. Fairbanks is board chairman of Fairlanes Bowling Ltd., a subsidiary of Fair Lanes, Inc.

COLLEGIATE **BOWLING SHIRTS FOR MEN & WOMEN**



BROADCLOTH \$4.95

GABARDINE \$6.95

each complete with lettering

Collegiate's 12 big features

Collegiate's 12 big teatures

1) Made of fine quality sanforized broadcloth
or crease-resistant rayon gabardine. 2) Deeppleated "action-back" for complete freedom of
movement. 3) Full cut for comfort. 4) Extra
length—will not pull out. 5) Fully washable.
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available in long sleeves without additional
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to stand strain of active use. 10) Any amount
of lettering and design processed on back in
any one color. 11) Player's first name in script
over pocket. If last names are also desired—
add 35¢ per shirt. 12) Prompt delivery—approximately two weeks from receipt of order.
MEN'S SIZES: Small (14-144%) Medium (15-MEN'S SIZES: Small (14-14½) Medium (15-15½) Large (16-16½) Extra Large (17-17½). Broadcloth colors: red, white, grey, light blue, maroon. Gabardine colors: red, white, forest green, navy, light blue, black, grey, yellow.

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When ordering give: color of shirt, type of sleeves, individual names for over pockets; size of shirt with each name; rough sketch of lettering and/or design for back of shirt; color of lettering. Send 1/3 of amount of order; balance C.O.D. If full amount is sent, we pay postage.

MIN. QUANTITY: 4 SHIRTS

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Specially designed plaques to sew on shirt, blouse, or jumper, etc., Can be made any shape, any one color processed on White, Gold, Grey, Orange, or Black back ground. Minimum order: 5 with same lettering and design, For 2 color design, add 50c per plaque.



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R M INDUSTRY ITEMS

BOATING CLUB CONTEST

Competition is underway in the 6th annual Outboard Boating Club of the Year contest, sponsored by the Outboard Boating Club of America.

The winning club will receive \$500 for its treasury and a trip for two to the Chicago Boat Show, March 2 through 10. \$300 will go to the second place winner, while third place will win \$200.

In addition, five \$100 special awards will be presented to OBC clubs which have done the most to promote boating.

BOWLING FILM

Industrial recreation groups will soon be able to enjoy a filmed bowling presentation which will be conducted by local bowling proprietors.

Part of a league development kit now being introduced by the Brunswick Bowling Division, the kit consists of film strips and records, with special films for industrial management personnel.

It supplements Brunswick's "Learn To Bowl" instruction series.

NAT'L RECREATION CONGRESS

"Free Time: A Challenge To Free Men" is the theme for the 44th National Recreation Congress which will be held Sept. 30 through Oct. 5 at the Sheraton Hotel in Philadelphia, Pa.

Speakers will include Dr. Howard A. Rusk, director, Institute of Physical Medicine and Rehabilitation, New York University Medical Center, who will discuss the role of recreation in promoting physical, mental, and emotional health; and Dr. Edward C. Crafts, director of the Bureau of Outdoor Recreation, who will review the scope and significance of this new federal agency.



Bill Williams (left), Detroit, Mich., president of the Bowling Proprietors' Association of America, presents trophies to winners in the BPAA's second annual National Junior Championships. Champs are Russ Perkins, Memphis, Tenn.; Sandra Kosue, Honolulu; Herman Liu, Kailua, Oahu, Hawaii.

RECREATION PRIMER

With the thought in mind that this is a good time to examine your company's recreation program, the Bowling Products Division of American Machine & Foundry Co. has prepared a step-by-step guide on how to start a new program.

Entitled Employee Recreation Is Good Business, the booklet emphasizes bowling and also offers some good points on industrial recreation in general.

Address requests to Dept. W, AMF Pinspotters Inc., Brush Hollow Rd., Westbury, L. I., N. Y.

RIV RECREATION READING

FUN IN THE WATER

WATER GAMES, Hope M. Smith, The Ronald Press Co., 15 E. 26th St., New York 10, N. Y., 95 pages, \$3.50

Swimming can be fun—and is should be fun.

With this theme running through the book, the author presents more than 130 water games which provide exercise in all the swimming movements.

Containing whimsical line drawings, the book is calculated to instill increasing confidence as the beginner progresses from shallow water activities to underwater games, speed contests, and obstacle races.

FOR RELOADING HOBBYISTS

HANDLOADER'S DIGEST, John T. Amber, The Gun Digest Co., 4540 W. Madison St., Chicago 24, Ill., 224 pages, \$2.95.

In this 1st edition, the editor of *The Gun Digest* brings a complete listing of the tools, accessories, and components necessary to handload metallic cartridges and shotshells, together with the latest prices.

An encyclopedia for rifle, pistol, and shotgun reloaders, the digest includes new tables, charts, and loads. Fully illustrated, it also contains informative, original articles by leading handloading experts.

GREATEST FIGHTS

BOXING'S UNFORGETTABLE FIGHTS, Lester Bromberg, The Ronald Press Co., 15 E. 26th St., New York 10, N. Y., 351 pages, \$6.

Reliving the outstanding triumphs and crushing defeats of the ring's immortals, this book recreates 62 of the greatest matches ever fought before a paying house.

Ranging from the era of Corbet Jeffries, and other old timers, to the contests of modern fighters, the boocaptures all the color and drama of the sport.

Photos of boxing's greats an vignettes from the news of the day ad realism to each chapter.

CLASSIFIED

RATES: regular type—15 cents per word; bold face type—25 cents per word. Copy must be received by 5th of month preceding issue in which ad is desired.

HELP WANTED

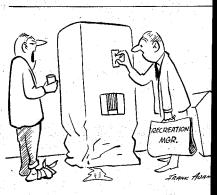
Assistant manager auditorium and stadium Under direction, negotiates rental agreements; issues use permits; enforces usage regulations and terms of concession contracts; solicits trade shows, sporting event conventions, and other events for the auditorium, stadium, and arena; handles scheuling and programming of conventions, promoters, agents and others using facilitie assists in the collection and accounting all fees, rents and other receipts; acts manager in absence of the latter; and promman of the statements of qualifying training and experence, plus personal data resume, to Personel Director, Room 207, City Hall, Lo Beach 2, Calif.

POSITIONS WANTED

Desire position as recreation director and/community services manager. Experience cludes 13 years as activities manager a editor of plant publication for promine midwest firm; also 8 years experience recreation superintendent for overseas comunity services. Excellent background in ganizational and administrative skills. C lege degree. Available after November, 198 Box #59—RECREATION MANAGEMENT

Desire position in recreation field. Arr overseas division for past year as staff spo director. Background includes coaching, pl sical education and recreation supervision Also newspaper work. Many athletic ski College degree.

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Give Kodak business gifts...

he presents with a future - of fun for the whole family!

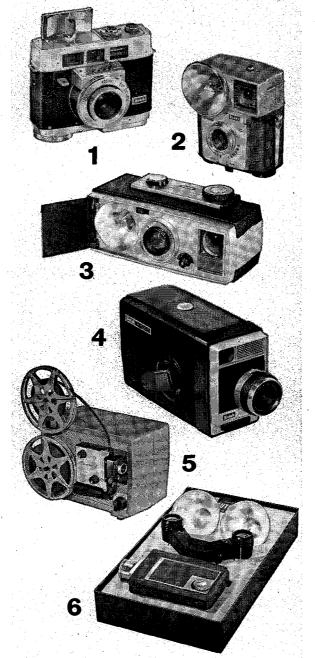
The gift they'll never forget:

KODAK MOTORMATIC 35F
Camera winds its own film—
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KODAK Automatic 35F Camera with electric-eye automatic exposure setting, pop-up flash, 199.50. Kodak gifts say "Open the first"—they'll be able to picture all the fun of Christmas from the very first moment!

Convenient, compact BROWNIE STARMITE Cambra has built-in flash—takes all-size snapshots and slides, adoors or out, in color or black-ind-white. Outfit includes cambra, flashbulbs, film, neck strapind batteries. \$13.50. Camera anly, \$11.95.

BROWNIE Super 27 has new, easier-to-hold shape nat helps everyone get sharper ictures. 3-element f/8 lens. uilt-in flash holder—camera is eady for indoor shots any time. complete outfit includes camera, film, flashbulbs, flash guard, atteries, neck strap, \$21.50.



A KODAK 8 Movie Camera makes movie-making easy for everyone. Only one simple setting is required for bright, clear, action-filled color movies—just aim and shoot! Fast f/1.9 lens lets you catch the action even in shade or during cloudy weather. Enclosed optical viewfinder. Quick, fumble-free film loading. Convenient exposure guide on camera side. \$34.50.

Gompact, lightweight Brownie 8 Movie Projector, Model A15, shows 8mm movies up to 4 feet wide, has 200-foot reel capacity. Automatic threading right onto take-up reel, single-knob control. \$54.50. With carrying case, \$59.95.

KODAK Automatic 8
Movie Camera makes
8mm movies as easy as pushing a
button—because that's all you
do! Electric eye sets lens opening automatically, adjusts it continuously indoors or out. Special
signal indicates when light is
too dim for good movies. Builtin filter. \$54.50. Packaged complete with light bar and lamps,
\$62.25.

Prices shown are list, subject to change without notice, and are suggested prices only. Write for price quotations.

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"In spite of a swing shift operation in St. Charles (Illinois), bowling night finds the local center jammed with family combinations from the Owens-Illinois plant. Most of 70 Owens-Illinois plants in the U.S. have leagues. Bowling has proven itself to be an inexpensive, healthy and funpacked recreation. It's an ideally suited activity to strengthen employee-employer friendships, train potential leaders and build community relations."

Those are the words of Tom Schilling, Activities Director at the Owens-Illinois plant. He has reason to be proud, too: 16% of O-I employees are active bowlers! This is just

one example of the teamwork-building spirit that bowlin can create in companies big or small.

Why not let bowling work for you? For complete info mation on how to organize bowling league activity in you company, write the Brunswick Corporation, Recreation Department 99, 623 S. Wabash Ave., Chicago 4, Illinoi



Recreation Management

HE NATIONAL MAGAZINE OF RECREATION IN BUSINESS AND INDUSTRY.





Enthusiasm



encourages enthusiasm

Plan your employee bowling program now — and make sure it's an AMF-equipped Bowling Center. Why employee bowling?

- All employees can participate. Bowling's easy to learn ... invigorating but not strenuous.
- Sure-fire popularity. Bowling is today's most popular participation sport.
- You benefit. Bowling teamwork builds a better on-thejob work team.
- Low-cost program. League bowling goes easy on recreation funds. Your "Magic Triangle"-equipped bowling center supplies all equipment.

Why at a "Magic Triangle" Center?

- Matchless equipment. League bowlers appreciate AN extras such as exclusive "Magic Triangle" Automa Pinspotters and Signaling Units. You get 'em at extra cost, so why settle for less!
- Superb facilities. AMF-equipped centers offer ult modern equipment, luxurious surroundings, delight refreshments that make an evening complete.
- Friendly cooperation. Your neighborhood AM equipped bowling proprietor will be glad to help y set up your bowling recreation program easily a economically. See him soon, and get the ball rolli



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ULATION MANAGER Thy B. Morrison OCTOBER 1962

Volume 5, Number 10

The three lovely lasses adorning this month's cover are Ann Thomas, Marilyn Jacques, and Joan Leone. They work at Kaiser Industries, where they took advantage of the company's "Trim For Summer" classes. It shows, doesn't it!



RECREATION
THE NATIONAL MAGAZINE OF RECREATION IN BUSINESS AND INDUST

Published by the National Industrial Recreation Association. 203 N. Wabash Ave., Chicago 1, Ill. Phone: ANdover 3-6697

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Mr. Boswell's outstanding talk on industrial recreation was delivered at the recent NIRA Region II Conference in Dayton, Ohio.

Industrial Recreation Begins Where The Schools Leave Off

Management has long been aware that the best employee is one who is able to relax off the job, a trend which a large number of industrial companies are encouraging through employee recreational programs. Industrial recreation programs are not new, but their development coincides with the increased attention social adjustment is receiving in practically every area of our country. While the primary purpose of a company recreational program is to improve employees' morale, it actually serves a two-ply purpose. It offers employees an opportunity for a well-balanced life, and it provides management with employees who are better satisfied to do their jobs.

In an operational sense, the company recreational program is a form of maintenance for the human resources of the company. It is an aid to industrial relations and an adjunct to public relations, which is also important at the community level. Industrial recreation facilities for employees are just as necessary as having fire insurance on the plant. Employees get to know each other better, making daily association in their work more interesting, and tending to improve cooperation through recreational activities. Employees develop respect and genuine liking for fellow workers.

Association of factory and office employees breaks down the gap between them. To know one another at work and away from work has a good and solid effect on the better performance of all of us in our work. Employees get to know management on the basis of regular fellows. Supervisory and non-supervisory employees meet and become better acquainted; thereby building a spirit of cooperation and friendliness which assists in the development of good management-employee relations. Employees secure recognition and opportunity for self-expression. Many modest and shy employees satisfy needs which would otherwise be unfilled. It provides for development of well-rounded personalities and it also offers opportunities for employees' families to know each other better.

Employees and residents of the community have through organized recreation throughout industry, come to play together in the deeper interpretation that implies sharing, cooperation, culture, happiness, and other social attributes so essential to a well-rounded community life. Industrial recreation begins where the schools leave off.

In addition to competition among many of the community and industrial plants in various sports, it is highly important that we have inter-departmental recreation.

> Walter Boswell Vice President, Industrial Relations National Cash Register Company

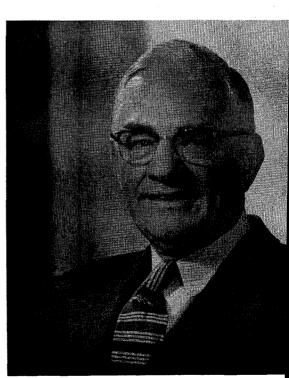
For many years the company with which I have the opportunity of being associated has had recreational programs during the lunch hour period. For instance, the company has provided a large auditorium where moving pictures are provided for the enjoyment of the employees This auditorium has a seating capacity of 2263. In addition, we have provided ping pong, darts, checkers, chest and other activities. This helps break the monotony of the work day.

Some industrial organizations may be in a better financial position to appropriate funds to enlarge their industrial recreational program than others. This depends upon the company and their financial position. However, much volunteer work can be provided through employee committees, thereby reducing expenses.

We believe industrial recreational programs should be provided on the basis of employees' interest. As an illustration, a recreation department is allocated approximatel "x" number of dollars for the yearly recreational program. Now it becomes necessary to determine how the allocation of such funds will be best served. This is rather difficult a times; however, the recreational director and employees committee assisting in the decisions can be very beneficiatin such programs.

The appropriation of funds may be increased or do creased depending upon the company's financial position. However, without depending entirely upon the company there are other ways in which funds can be obtained. Probably a number of representatives of industrial concern here today are using profits from vending machines an other incomes for such programs. Volunteering service be employees can be beneficial and profitable to maintain an expand recreational activities.

continued on page 1





Culver Pictures, Inc.

Company groups can save 20% on TWA flights in the U.S.

Whatever the occasion for company group travel, it makes sense to fly TWA. Groups of 25 or more employees traveling together save 20% on TWA Coach flights to U.S. cities. The savings are even greater on TWA group fares overseas in Economy Class. Family members qualify, too, if they go with the group.

All must have been employees for at least six months; tickets must be purchased at least 30 days before departure. Groups travel on regularly scheduled TWA flights and enjoy full Coach or Economy service, including delicious hot meals at no extra cost. Mail the coupon for complete information.

P.O. Box 25, Grand Please send free T "Tour & Travel Cata	WA Group log," and "V	Discount	Fare folders.	Nationwide Worldwide depend on
Name Company				
Address				

signs of the times...

SOME EXPERTS give most of the credit to improved equipment, like fiberglass poles. Other authorities insist that it's due primarily to improved physical conditioning. But the main reason that more sports records are being broken, and will continue to be broken, is because the law of gravity isn't what it used to be. At least this is the theory advanced by a Princeton University physicist, who maintains that earthmen will continue to become better athletes because of a diminishing pull of gravitation on earth.

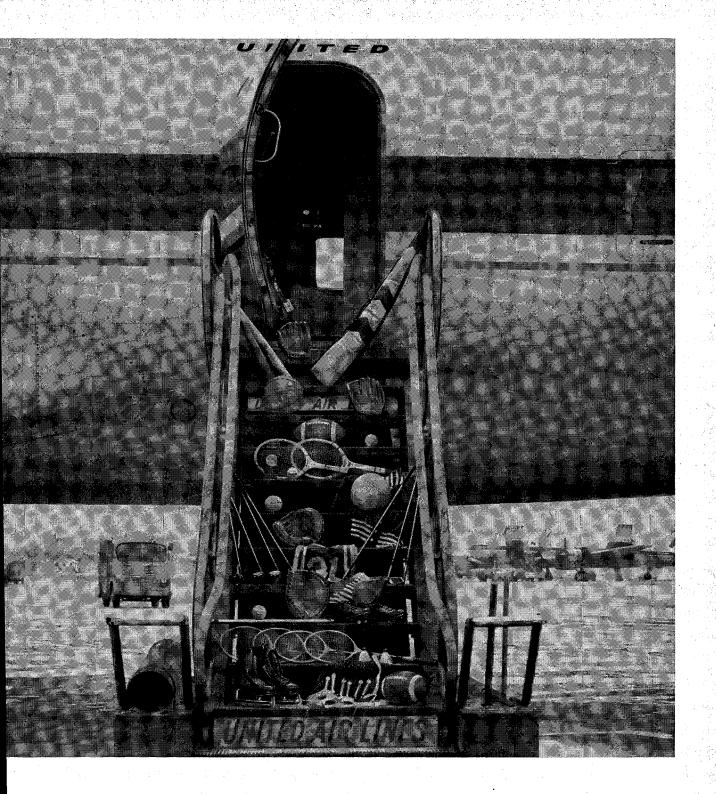
A ONE-HOLE GOLF COURSE doesn't sound like much. But consider that the tee is elevated 7,280 feet above sea level on top of a mountain. The "fairway" offers a variety of hazards ranging from cactus to boulders. And the "green" is located 3 miles away, where it takes some lucky bounces to reach it in par 150. While electric carts are not yet available to those who don't choose to walk around this course in Socorro, Mexico, there are pack mules which do an excellent job of caddying.

HOW TO CATCH SPEED. This is the big idea behind research being conducted by the Japanese electronics industry in preparation for the 1964 Olympic Games in Tokyo. A novel electronics system will be used for track and swimming events. It will be hooked up with the starter's pistol to record the time of each athlete as he reaches the finish line. To eliminate human error in picking the winner in close races, an electronically-controlled camera will determine the winner and the order in which competitors finish each event. In the broad jump and hop-step-and-jump events, another device will serve to correct any error the judges might make in ruling on a jumper's take-off.

IF THE RUSSIANS FALTER during the 1964 Olympic Games, perhaps part of the credit should go to Col. Ted Bank, president of the Athletic Institute in Chicago, Ill. Earlier this year, the Russians suggested an exchange of sport training booklets and films with the Institute. Col. Bank carefully weighed the pros and cons of the deal. Then he agreed to send them the materials, except for one—the Institute's recent film "Wind Up A Winner!"

ARGUMENTS OVER SCORE-KEEPING and slow play during industrial league bowling may become a thing of the past. To simplify scoring and speed up play, a Score-O-Matic device has been developed by the Brite-Lite Corp. of America in Phoenix, Arizona. The computer automatically prints each bowler's score—including standard strike and spare markings—on a 2½ x 5 inch card, while simultaneously projecting the information onto an overhead screen which can be seen by the audience as well as other bowlers. The scoring unit can be installed on existing equipment.

HOTELS MIGHT FOLLOW the lead of airlines in offering economy class service to customers. One hotel has already taken a step in this direction. Sheraton Corp. of America now offers "tourist class" accommodations at 21 of its hotels in the U.S. and Canada. Under the new plan, savings to patrons are estimated from 12 per cent to 60 per cent. While some luxuries and extras have been dropped, such features as free parking, radio, TV, and air conditioning are being retained.

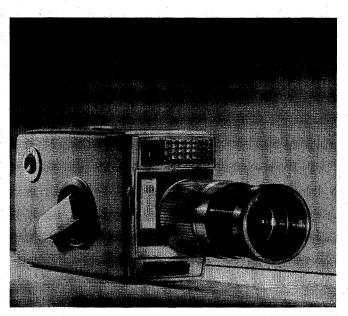


Team Spirit can Soar

Make way for merriment. Your Brunswick sports equipment has just arrived. Talk about team spirit soaring, this is it: the sports equipment better teams are made of. Brunswick sports equipment, of course. Includes the complete MacGregor, Union Hardware and Red Head lines, too. Try Brunswick sports equipment and stand by for flying action.



Win This Automatic Movi - Cam _ra



Kodak Zoom 8

Designed to focus attention on your entire industrial recreation program and to help boost participation in your camera club activities, the 3rd Annual Employee Photo Contest also offers you an opportunity to win this valuable special prize.

The industrial recreation administrator who does the best job of promoting the 3rd Annual NIRA Photo Contest to his employees is going to win a valuable movie camera!

An Eastman Kodak Zoom 8 Automatic, valued at \$119.50, will be awarded to the administrator of the company from which the highest percentage of entries (based on the total number of employees) are received. In addition, the recreation director will also receive a carrying case valued at \$6.50. Total value of the two items—\$126.00!

The camera offers many outstanding features—all designed to make it easier for you to take better movies. To make exciting zoom shots, you merely rotate the lens barrel as you shoot. Or, you can set the lens in advance at any position, from wide-angle to telephoto close-up.

For most movies, the fast f/1.6 zoom lens can be left on the red diamond mark for fixed-focus operation. At the same time, there is a full focusing scale for extra-sharp scenes at any distance from 6 feet to infinity.

Kodak's Zoom 8 also comes equipped with a built-in "Type A" filter so that you can shoot indoors and outdoors on the same roll of color film.

To help make movie-making easier and more fun, the camera has many other features, including quick, fumble-free loading; fast crank wind of motor (the camera runs 10 feet of film on a single winding); and a footage meter that automatically resets after loading.

A Kodak Zoom 8 Automatic Camera will also be awarded to the employee whose photo is judged second place winner in the contest. Third and fourth place winners will receive other merchandise awards.

Grand prize, of course, in this year's contest is a trip for two to Paris. As announced last month in *Recreation Management*, the employee whose photo is judged best of contest will be flown by Lufthansa Airlines aboard one of their Boeing Jets to Paris, where American Express will provide hotel accommodations for six nights, plus three meals a day at the hotel, service, gratuities, and taxes on accommodations and meals.

Also included will be a half-day tour of modern Paris, and another half-day in historic Paris. Too, there'll be a choice of either an afternoon tour of Versailles, or one ticket to a theatre or music hall, or one table d'hote luncheon at Rein Pedauque or Del Monico.

Sponsored by the National Industrial Recreation Association, the photo contest will help spark interest and build membership in employee camera clubs. At the same time the contest will also focus attention on your entire recreation program, because all entries must feature as subject matter some phase of the industrial recreation program at the company where they are employed.

Here are the rules:

ELIGIBILITY

Contest is open to any amateur photographer employe by a NIRA member company or branch member.

DURATION OF CONTEST

Contest allows for photos of fall, winter, spring, and sum mer activities. Entries must be postmarked no later tha September 15, 1963.

TYPES OF PHOTOS

Only black-and-white photos will be considered, with definite preference toward the 8 x 10 inch size. Developin and printing may be done by contestant or by a photofinisher. No artwork or retouching on prints or negative is permitted.

SUBJECT MATTER

Entries must feature some phase of the recreation progration conducted by the contestant's company. Entries may feture sports events, social, or cultural activities, or picture of recreation facilities.

ENTRIES

Employees may submit as many photos as desired, but remployee will be eligible for more than one prize. It formal entry form is required. An employee need on print on the back of each photo his name, address, name of his company and its recreation administrator, alon with a short description or title of the picture. Mail entrito Photo Contest, Natonal Industrial Recreation Assocition, 203 N. Wabash Ave., Chicago 1, Ill. There is entry fee.

OWNERSHIP

All entries become the property of NIRA for an indefinite period of time. The winning photo will be featured on the cover of *Recreation Management* magazine, and other entries will be held for possible editorial and/or cover use. Contestants should retain their negatives.

TECHNICAL REQUIREMENTS

In judging entries, some consideration will certainly placed on composition, technique, and quality. On tother hand, special emphasis will be placed on story tellivalues, originality, and warmth.

Here's a new kind of Night Club.



With the great growth of industrial employee shooting facilities, has come a new idea: night skeet and trap shooting!

Night shooting affords your employees greater available shooting time—time that will help the facility quickly pay for itself.

Another advantage is greater utility of space.

You can shoot at night in your parking lot for example—or in another area that may be otherwise unsuitable for daylight skeet and trap.

Sound interesting? Then write to Winchester-Western Division, Olin,

New Haven 4, Connecticut for complete information on Western trap and skeet equipment, and details on lighting.

For program ideas, team set-ups and promotional material, contact Mr. Jim Dee, Sportsman's Service Bureau, 250 E. 43rd St., N.Y. 17, N.Y.

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A Key To Bett r Program Management

Here are a few ingredients for a successful industrial recreation program: the ability to plan ahead, atten-



Dan Zieverink

tion to detail, delegation of authority, and a good follow through.

And these are the ingredients that Dan Zieverink, Recreation Supervisor for General Electric in Cincinnati, Ohio, put to work for him when he streamlined

the bulletin board system he used to promote an outstanding program for his employees.

Once he had his new system ready to go, he knew the big job still lay

By planning ahead carefully, Mr. Zieverink knew what had to be done. He knew the hundreds of details that the success of his new system depended upon. And he knew that he couldn't begin to handle all these details by himself.

He had to have the complete cooperation of the Trustees of his General Electric Employees Activities Association.

To gain their cooperation, he had to delegate authority, and he had to make clear to the Trustees just exactly what their responsibilities would be as the new system was put into effect.

Mr. Zieverink handled this by preparing a special directive which he sent to each Trustee.

As reported last month, this directive pointed out the amount of work that had gone into preparing the Event Board Program, and what was required to guarantee its success. Most important, it specifically designated the individual assignments of each Trustee. It left no room for error. No questions were left unanswered. Each Trus-

Last month, Dan Zieverink explained in detail how he acquainted the Trustees of his Activities

Association with his new bulletin board system. Here, in the second of two parts, R/M tells how this recreation administrator got the story across to the employees of his company

tee knew exactly what was expected of him, and when it was to be done.

But before the success of the program could be assured, there still remained one more vital step. General Electric employees also had to be coached on the new system. Their understanding and cooperation was as important as that of the Trustees.

Here Mr. Zieverink put his company publication effectively to work. To explain his new system to the employees, he ran a series of articles in the GE Evendale News.

The most important article, headlined "Bulletin Boards Tell Story of Enlarged GEEAA Program," was featured early in the year. This way, employees were given the opportunity to absorb details before summer activities got underway.

"To keep GEEAA members better informed of the activity programs, and to make it more convenient for members to become a part of various activity groups, the GEEAA Publicity Committee has placed in operation a bulletin board program."

Once again, explanations and instructions were clear, concise, and to

"Bulletin boards have been placed at cafeterias, Lunch-O-Mats and building entrances. Trustees have been assigned responsibility for maintaining each of these bulletin boards.

"Each month a Calendar of Events shows the dates for enrolling into new organizations, and also the dates when various phases of program activity are conducted.

"Colored posters will also be placed on these boards, which will give specific information relative to activity enrollment.

"The board also contains a holder for application blanks which are to be filled out and returned to the Recreation Office by members desiring to enroll in activities."

At this point, the article quoted George Hunsinger, GEEAA president.

"Considerable time, effort and money has been spent on this program,

which is aimed at improving service to the membership," he said, in requesting the cooperation of all enployees.

In the article, Mr. Hunsinger asked that employees do not remove an thing from the boards, or put up other information.

"The March posting on the bullet boards announces enrollment in the summer sports program," the storconcluded.

Simple? Certainly! And this is the biggest reason why the new system we easily accepted by employees of the company. It shows why the new system proved highly successful from it very beginning.

Because everything was made clein the first place, to Trustees and er ployees alike, the follow through weasy. Everyone knew what was expected of him.

By planning ahead, giving attention to detail, allowing delegation of a thority, and following through, M Zieverink eliminated the many prolems he might have encountered with his new system, and he guaranteed success.

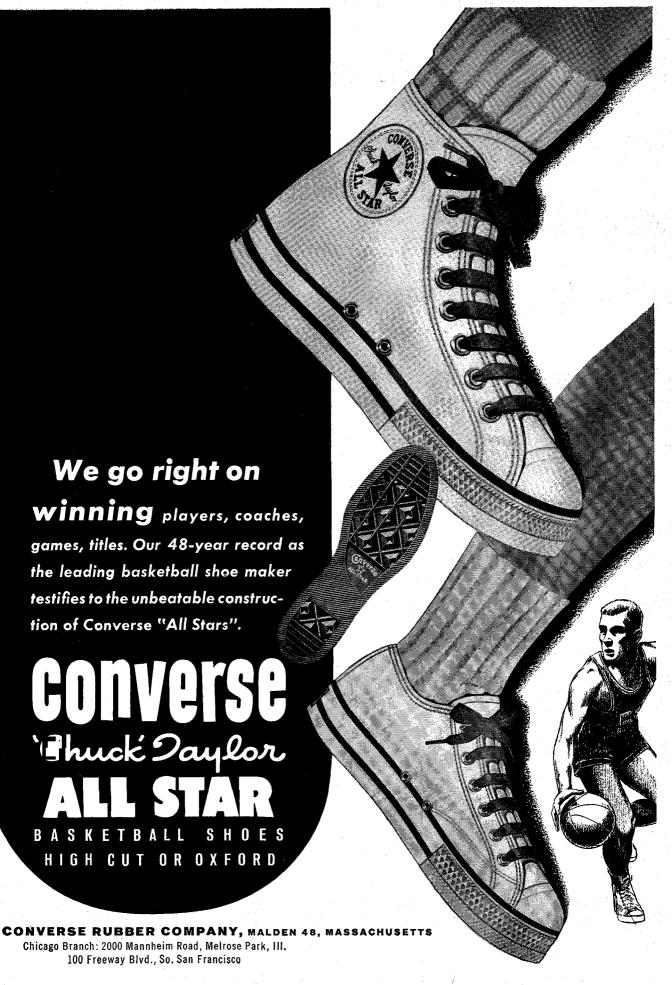
In fact, one of the things that M Zieverink admits he likes best abo his new system is that it forces him plan for the future. But he cites may other benefits, too.

"This system eliminates a green many unnecessary phone calls from coming into the office, and it certain improves the housekeeping throughout the plant."

He also notes that it's the easieway to keep everyone up to date the program.

"Trustees and activity leaders a kept continuously informed on prese and future plans," says Mr. Zieverin "I can also be sure that all notices a taken down when they should be."

But one of the most valuable be fits of his new system is that it mal it easy for any employee to enroll any activity. That in itself is enou to justify GE's new bulletin bot system.



Too many adults manage to resist the urge to exercise by resting on the living room sofa until the urge passes!

This disturbing but well-documented philosophy reflects the thinking of Earl Schreiber, recreation director for The Timken Roller Bearing Co.

Mr. Schreiber, of course, recognizes that exercise is a vital principle of health. But he feels it's too frequently ignored. And like many other industrial recreation administrators, he decided to do something about it.

As a part of his company's extensive employee recreation activities, he incorporated a voluntary physical training program for male employees and their sons. To give his program added polish as well as professional management, he consulted with two of the nation's top athletes—Vince Costello, linebacker for the Cleveland Browns, and George Saimes, Michigan State's fullback candidate for All-American honors.

Considerable time was spent in planning for this experiment in outdoor conditioning. Costello and Saimes studied the exercise programs used by Big 10 universities and the youth fitness program of the American Association for Health, Physical Education and Recreation. The obstacle course system used in training military personnel was also examined.

The result: a carefully planned recreation exercise program called "TRX"—specifically aimed at those who were willing to participate in an all-around physical conditioning program.

Timken purchased several sets of weights and set up an osometric power rack, while recreation department personnel constructed an obstacle course.

The schedule called for boys 11 to 18 years old and night shift employees to report to Costello and Saimes during the day, while daytime employees met in the evening at the firm's extensive recreation park near Canton, O.

During the two-month program, each person received 24 hours of exercise, consisting of two 1½ hour sessions each week. Each 1½ hour session included special instruction in home exercises. Each session began with a 200-yard

TRX promotional poster features M.S.U. fullback George Saimes.



Planned exercise is part of the program at those companies which want to keep their executives and employees healthy

Industrial Recre Teams Up With

Exercise and fitness s conducted properly. Wh naturally with spo protection against heart,

run, followed by specifically charted calisthenics, which were increased steadily as the program progressed. The calisthenics included toe-touching, sit-ups, head and for raises, and stationary runs.

Next, the groups were divided, with half the membe working out with weights, while the others practiced d namic tension exercises on the isometric power rack. The final half hour was devoted to organized team sports, such as basketball, speedball, touch football, and volleybally Members of the losing team did extra workouts.

Charts were kept on each individual participating in the program. During the two-month period, testing was conducted on pull-ups, push-ups, and sit-ups. Individual test were also given for the 50-yard dash, 600-yard run, so ball throw, standing broad jump and shuttle run. The tests were conducted when each person started the program and again when he completed it. Moreover, each person was kept posted of his standing, which was compared with the national norm for each age group.

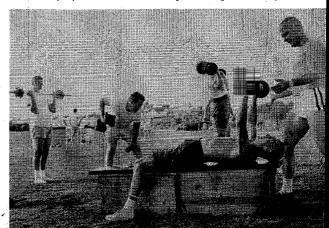
Timken's program was organized and supervised. B participants were not regimented, according to M Schreiber.

"They continued through the sessions pretty much of their own once they became acquainted with the agenda he explains. "This way, the physical conditioning progra provided lots of fun as well as healthy workouts."

Mr. Schreiber points to other benefits he and his corpany derived from TRX.

"It proved to be a real shot in the arm for my entiprogram," he notes. "The publicity buildup was terrifi and it sparked participation in all activities from mer

Timken employees work out with weights during an evening TRX session



l Fitn <u></u>ss

a lot of fun if they're classes tie in ctivities which offer ension problems



Following one-hour exercise session, sons of Timken employees work out with speedball game.

ers of management as well as employees."

While Timken's program this year was tailored to meet ne conditioning needs of male employees and their sons, nore and more groups of female employees are getting gether to trim off extra ballast.

One group of girls which decided to wage war on the attle of the Bulge was the women of the Employees Club Kaiser Industries in Oakland, Calif., where Vern Peak ryes as recreation administrator.

According to Florence Turner, executive secretary of the lub, these women wanted more than merely a standard trimnastics" class.

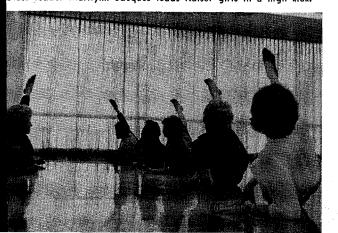
"They wanted information on the latest and best methods eating. They wanted to know all about vitamins and inerals, and they needed the latest information on processed ods."

Since the recreation office maintains an up-to-date file the firm's 2,800 employees, including their hobby and terest preferences, it was not difficult to select from aiser personnel the right person to handle the job of class struction.

"A quick phone call located Marilyn Jacques, who ofred to donate her services," discloses Miss Turner. "She of only was up on the most efficient methods of exercises r each woman's needs, but was teaching fitness in her are time. Moreover, she was well acquainted with the wn's leading nutritionist, who not only donated his serves but delivered talks on the value of proper nutrition, rrect cooking, and wise menu-planning."

To promote the fitness class, advertising blurbs were run the Weekly Activities Bulletin. Short, snappy, and to

Class leader Marilynn Jacques leads Kaiser girls in a high kick.



the point, the ads emphasized that the class would be free of cost—that the girls would have to bring only themselves and their enthusiasm.

"A personal figure analysis was conducted on each of the girls," discloses Miss Turner. "Then a complete list of corrective exercises was prepared for each of the ladies. This way, each continued to whittle away the excess in the privacy of her own home. Outside reading was also suggested."

One problem which faced the group was the lack of shower facilities in the building. There was concern that this might dampen enthusiasm for the activity.

But the problem was solved by conducting classes right after work, from 5:30 to 6:30 p.m. This way, the girls could exercise, then head home to clean up and eat.

A second problem—lack of dressing facilities—was overcome by conducting class instruction in such a manner that the only real requirement was a comfortable dress. Of course, many of the women did change to pedal pushers or cotton-knit exercise outfits in the dressing rooms.

Miss Turner reports that the girls liked the class so much that another one is definitely planned for November.

"Miss Jacques will again teach, but this time we are suggesting that she charge each of her students 50¢ to pay for her services. In this case, the recreation department collects the money for her, does the banking, and pays her at the end of the course."

Regardless of how the class is conducted, it's bound to be as successful as the first one, where enrollment was limited to 35 and many others had to be turned away. Moreover, the activity was conducted at no cost to the Employees Club.

At Aerojet-General in Sacramento, Calif., the Women's Physical Fitness program was recently awarded the "Most Outstanding Demonstration Award" in the firm's All Club Show. The girls presented a synchronized exercise dance to music to win top honors.

According to G. D. McCormick, manager of the Recreation Center, the women's program is organized under the direction of Stella Kleeman, wife of one of the plant employees.

"The group hires an instructor who plans individual and group exercises for more than 35 women who participate in the program," says Mr. McCormick. The women con-

continued on page 18

Winner of Class C competition, this company first fielded a baseball team way back in 1866. And for nearly 100 years, employee recreation activities have been . . .



A high point in the 100-year history of industrial recreation at Equitable Life Assurance Society, New York City, was reached this year when the firm was judged winner of Class C competition in the 1962 Helms Athletic Foundation Industrial Recreation Awards.

This honor means that Equitable has the most outstanding program among companies which employ

between 5,000 and 10,000 employees.

Behind Equitable's deserving victory is a practical and humanitarian philosophy shared by executives and employees alike, and which has complete endorsement of the company's top management. This philosophy holds that industrial recreation has a three-fold job to do:

1) To encourage healthy, enjoyable use of leisure time.

2) To develop and uncover leadership abilities among

employees.

3) To help employees get to know each other outside the office, so that a spirit of helpfulness and understanding will

develop inside.

In charge of the company's 29 activities is David Chapin, C.I.R.A., activities and services manager. Mr. Chapin, now a Senior Director of the National Industrial Recreation Association, has begun his second term as a NIRA Director. In June, he had been named the "Outstanding Junior

Twenty proud team managers receive trophies at Equitable's annual Softball Awards Dinner Dance. To build participation, the recreation program stresses intramural activities far more than "pro" type events.



A Way Of Life At Equitable

Director" for 1961-62. Working with Mr. Chapin in the administration of his company's recreation program is Te Scandurra, assistant manager, and two other full-time employees.

Equitable's recreation activities are company-sponsore and employee-run. Each club, league, or team elects i own officers from among its membership. Most of the no athletic clubs charge nominal annual dues, while departmental athletic teams pay league entry fees. All non-athlet activities are open to family-participation.

In budgeting, the company allocates specific amounts cover estimated expenses for the year. Club dues and entrees, if any, are used to defray expenses. Funds are aside on the basis of each activity's estimated expenses for the year, including entry fees, travel expenses, award equipment, and fees for outside personnel such as lecture referees, or facility rentals.

To cater to as many employees as possible, Equitable h conscientiously geared its activities over a wide range meet varied employee interests. In recent years, the "pressional" type athletes have diminished in importance, a cording to James F. Oates, Jr., president and chairman the board. He notes that today there is more emphasis the ever before for the company's many female employees, well as for the older employees.

Equitable's diversified activities range from costujewelry making, interior decorating, beauty and charm le tures to the popular sports such as bowling, softball, go and basketball.

Participation among 7,300 employees is at an all-tin high. For example, this past season bowling-minded eployees formed 40 teams in the Men's Department League, and 30 teams in the Women's Inter-Department League. In the Mixed Summer Inter-Departmental League there were 30 teams. And 500 employees took part in company's Open Bowling Tournament.

Other athletic activities include a health club, ping pointer-company rifle team, open swimming and swimminstruction. In addition to those previously mention social, cultural, and hobby activities consist of brid camera, chess, choral, drama, bow making, social dancifashion show, opera subscriptions, the Raphael Guild Catholic Men, the Vincentia Guild for Catholic Women, a the St. George Association for Protestant Men & Women.

Equitable's program also includes many activities a services which help to promote community betterment a

David F. Chapin

Manager

Activities & Services



social consciousness. For example, there's the blood bank, annual charity drive, and Christmas toy collection. As a art of its youth program, the firm counsels two Junior chievement Companies.

For employees, also available are travel information terature, discount cards, tickets and catalogs for merchanise, shows and sporting events, automobile buying service, ato registrations, federal and state tax forms, a discount agazine subscription service, and discount prescription ervice, as well as restaurant and lunch hour lounge facili-

Equitable's past year was outstanding in a number of ays. Highlights include a Choral and Men's Glee Club oncert at Town Hall, and Dinner Dances for Awards in ftball, bowling, and basketball. All inter-company athletic ams finished 1st, 2nd, or 3rd in their respective leagues. In the company's bridge club team really carved a niche r itself by reaching the national championships in Los ngeles, Calif.

Among the company's facilities are a rifle range, fully uipped darkroom, a special room for viewing films and des, and activity meeting rooms.

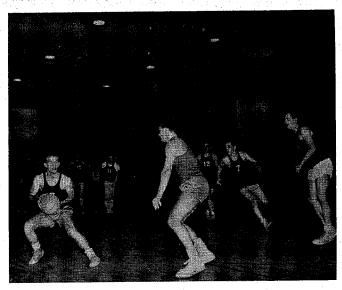
Today, Equitable's modern industrial recreation program far advanced from the company baseball team that made debut in the New York area in 1866. But progress over e years has been steady. By 1914, minstrel shows by emoyees were popular.

During the 1930's, activities began to flourish. In 1931, e first men's inter-departmental basketball league was rmed, followed shortly thereafter by a league for girls. 1934, there was an active rifle and revolver club, a girls' imming team, a horseback riding club, as well as a fife, um, and bugle corps, and an orchestra. In 1935, company uployees formed their first bowling league, followed two ars later by a women's bowling league.

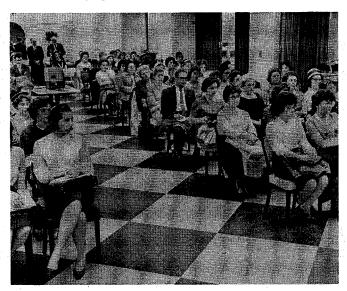
Writing for Recreation Management, May 1959 (Top anagment Speaks), Mr. Oates said: "We want employees participate to the maximum extent in the management of eir activities and to have a significant degree of responsity and authority in running them . . .

"In general, we believe our program has been well reved by our people and that it supplies a constructive d important influence on our employee relations."

Mr. Oates' thinking indicates why Equitable's program s been successful. And it also shows why it will continue grow in the years ahead.



Fast break begins in Men's Inter-Departmental League game. Last season there were nine teams in this league. Basketball activities included Men's Inter-Company team and Women's Inter-Company team.



More than half of Equitable's employees are women, and one of their favorite activities is the class in Interior Decorating. Here a large audience prepares to view a film on use of color in the modern home.



Bridge has become one of America's favorite card games. At Equitable, interest is also running high. Kibitzing and coaching are not uncommon during class in the company's Bridge Instruction course.

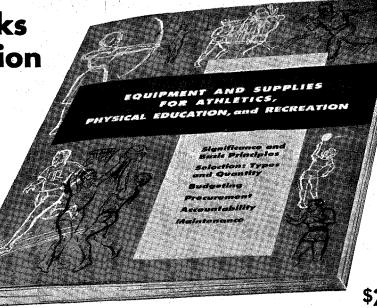
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ATHLETICS, RECREATION AND PHYSICAL EDUCATION

THERE SCHOOLS LEAVE OFF

ontinued from page 4

Just a word about use of recreational equipment. This is apportant from the matter of maintaining records of all of lose participating in a program, and having equipment hich is the property of the company so that accountability in be made at intervals during the year. Also, consideration should be given so that such equipment is not used in careless or abusive manner.

I hope you will pardon my expression relative to the ecreational program of the NCR Company.

Mr. John H. Patterson, the NCR Company founder, arted recreational activities for the employees in the year 204, when he made part of his wooded estate available r the use of the company's employees. In the early 1890's, en before the regular program had begun, Mr. Pattern had parties and dances for his employees.

Mr. Patterson said, "I am going to be master of myself id if I can master myself it is an easy thing to master her people." Consequently, he devised peculiar methods following through his principles of discipline for his illy living. For instance, he said, "I mean to have my dy in such perfect condition that my brain will do better prk than it ever did before." What a challenge to you d me!

In the evening of his life, still looking ahead mentally, said, "I am going to think for myself; morally, I am ing to create good habits; financially, I am going to save bre money; socially, I am going to do more good for her people." How easy, how practical, and how efficient

Branches and Warehouses in Principal Cities

our lives would be if we could all follow that simple and practical code of living.

Mr. Patterson came to the conclusion that there were three basic factors in the building of a product: methods, materials, men or head power, hand power, and heart power. You can buy head power and hand power, but you can never buy heart power. This must be earned, and earning the heart power of the employee should be the essence of a good recreational program.

Recreation is an important element in our efforts for the prevention and cure of mental disease. For the normal individual, it tends to sustain a healthful, happy outlook on life. Games, sports, music, dramatics, folk dances, and other social activities provide healthful releases for pent-up physical and mental energy. Success in recreation also gives the individual a sense of achievement and power, and thus helps to avoid a feeling of inferiority which may oppress him throughout life, and even lead to serious mental maladjustments. Furthermore, the feverish nervous strain of modern urban existence is relieved by regular recourse to play, especially outdoor recreation.

In the last analysis, everyone wishes to be happy. Happiness was recognized by our forefathers as a fundamental and worthy objective for every individual. It can seldom be attained, however, by any one kind of activity. When sought consciously as an end in itself, it is most elusive. For happiness is essentially a by-product which can best be achieved in a balanced life—and recreation holds an important place in the balanced life along with work and rest, love and worship. Life would indeed be incomplete and drab without it.

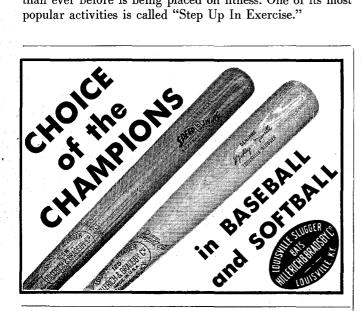


FITNESS continued from page 13

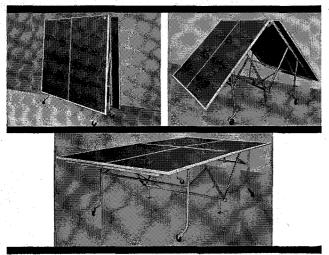
tribute 50¢ a night to offset the cost of instruction."

At Goodyear Tire & Rubber in Akron, O., physical conditioning is an old story. The firm offers more than 70 recreation activities, and most of them play an important part in physical fitness. Moreover, Goodyear recently concluded three weeks of calisthenics and time trials for 56 youngsters who participated in the company's youth fitness

At McDonnell Aircraft in St. Louis, Mo., more emphasis than ever before is being placed on fitness. One of its most popular activities is called "Step Up In Exercise."



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MANUFACTURING COMPANY, INC. 5215 Eden Ave. So., Minneapolis, Minn., Dept. 1305

Equitable Life Assurance in New York City recently tie in with Bonnie Prudden in the publication of a new Phys cal Fitness Manual For Businessmen.

A. Murray Dick, C.I.R.A., director of recreation for Dominion Foundries & Steel in Hamilton, Ont., repor that he has circulated the Royal Canadian Air Force boo lets on basic exercises to his company's foremen, supe



Aerojet women limber up during one of the company's fitness class

vision and management members, and to all the ladie The booklets are available under the heading BX Plan F Physical Fitness.

A physical fitness program for executives is offered the Ryder System, Inc., Miami, Fla. Company preside James A. Ryder installed a body-building gymnasium f his male and female executives and employees. He believ physical fitness not only keeps people healthy-but al maintains their over-all working efficiency.

Even the night-shift employees can find time—and centive—for exercise. At North American Aviation in I Angeles, Calif., a group from the second shift work from 2 to 3:30 a.m. with the company's physical contioning equipment in the Recreation Center building.

It's "exercise by the numbers" at General Dynamics/Fe Worth, where execs and employees turned out for a s week course in calisthenics during the summer. Co sisting of two 30-minute sessions, classes were held from 5:30 p.m. to 6:30 p.m. twice a week. The calisthen class—which guaranteed results to those who stayed with —was started as a part of the firm's Management Cl Physical Fitness Program.

Many other companies, too numerous to mention, conducting exercise and calisthenic classes for their m and women. Actually, every company which maintains industrial recreation program is helping to promote phy cal fitness in industry, through sports and other activit which offer good healthy conditioning.

Industry has responded well to President Kennedy's for more emphasis on fitness. Industrial recreation adm istrators can be proud of the exercise and fitness cour they have fitted into their recreation programs.

Will Rogers once said: "America has been muscle bou from holding a steering wheel—the only callous place an American is the bottom of his driving toe!"

And while Will Rogers was probably right at the til he'd be a lot more complimentary today if he could tak look at industry's outstanding recreation programs wh stress physical fitness.

Motorola's Lady Fish rman Wins Trip To Manitou Island

he 1962 Postal Fishing Contest has losed, the entries have been tallied, the vinner officially declared.

She's Helen Worman of Motorola in chicago, Illinois, where Walter Dowsvell heads the company's industrial ecreation program.

To win the contest, Mrs. Worman anded a 9 ft., 118 lb. sailfish while colling one morning near Acapulco, fexico.

The catch took top honors for the nonth of July. It also topped the best f the June entries, and held onto 1st lace as August entries were tallied.

As a result, Mrs. Worman has arned the grand prize—a weekend ctober fishing trip to fabulous North Ianitou Island in Lake Michigan, as uest of the Manitou Island Associaton.

Mrs. Worman, who works as a group ader in the coil department at Morola, gives part of the credit for her markable catch to a silver peso!

She reports that things were quiet at morning, and no fish were in ght. Then she thought of the peso. ccording to tradition, it brings good ck to the fisherman. Hoping for the est, she tossed the peso into the blue acific.

"Then things began to happen," she ys. "The reel began to shriek and e line was disappearing rapidly."

The hook was well set, and for about minutes the sailfish fought and need on its tail before it was brought to the boat.

In addition to the fact that she's She owes it all to a peso!



now a celebrity at Motorola, she's also a member of the recreation committee and bowls in the Women's Handicap Bowling League.

Also making the trip to Manitou is W. E. Summers of Goodyear, winner of .22 competition in NIRA's 1962 Postal Shooting Matches.

August was the last month of the fishing contest, and the best of salt and fresh water catches were an Albacore and a Perch.

The Albacore was caught by Walter Tsuda of Motorola in Culver City, Calif., where Jack Mumford is recreation director. Mr. Tsuda hooked the 23 lb. 10 oz. Albacore on live bait (Anchovy) on a 20 lb. test line.

William Hoerrmann of R. R. Donnelley in Chicago, Ill., caught the 2 lb. 2 oz. Perch, which measured 151/4 inches with a girth of 93/4 inches. He pulled it out of Lake Namakagon, Wis., in the wee hours of the morning.

Because they came up with the best catches, respectively, in the salt and fresh water divisions during the month of August, Mr. Tsuda and Mr. Hoerrmann will receive Balanced Tackle Outfits from The Shakespeare Company, Kalamazoo, Mich.

At the same time, two industrial recreation administrators have also won Shakespeare fishing tackle.

They are John Crnich of R. R. Donnelley and Clifford A. King, Jr., of The Martin Company in Orlando, Florida.

Mr. Crnich earned his prize by sending in the highest percentage of entries (based on the number of employees at his company) in the fresh water division during the three month contest.

And Mr. King wins his fishing gear because his entries topped those submitted in the salt water division.

Open to all employees of NIRA member companies, the Fish-A-Rama is co-sponsored by the National Industrial Recreation Association and the American Fishing Tackle Manufacturers Association.

Purpose of the fishing contest is to help stimulate interest in individual company fishing programs.

Winners of each species of the 1962 Fish-A-Rama will be carried in the December issue.

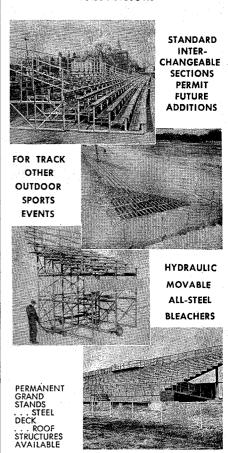
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RV RECREATION ROUNDUP

WEST COAST CONFERENCE SET

Final details are being wrapped up as the dates draw near for NIRA's 13th annual Western States Conference.

It's scheduled for February 15, 16, and 17 at the Sands Hotel in San Diego, California. The San Diego Industrial Recreation Council will host the Conference, and delegates will enjoy a number of special events at the General Dynamics/Astronautics recreation area in San Diego.

TRAVEL MEETING

To discuss new ideas for improving services to industrial recreation administrators and their travel clubs, a joint meeting of the NIRA Board of Directors and the Association's Travel Council members is being held October 12 at the Sherman House in Chicago, Ill.

One highlight will be a talk by Capt. Harold Blackburn, TWA's world-renowned pilot, who will take a look at "What's To Come In Jet Travel."

Captain Blackburn, who retired from flying in December, 1961, has flown over 6,500,000 miles. His air time equals three years spent above the earth's surface.

In addition to the talk by Captain Blackburn, the Travel Meeting is also



offering a round table discussion on tours and charters, and conferences on council projects for 1963. These projects cover "Travel Services In The Recreation Department," "Twenty-five Group Rate and the Small Company," and "Industrial Travel Conference."

FIREARMS SAFETY COURSES

Minneapolis Gas Co., Minneapolis, Minn., and North American Aviation in Los Angeles, Calif., have conducted courses this past year to teach young sters the rules of safety in handlin

The training program at Minne gasco, where LeRoy S. Gill supervise recreation activities, included some 4 children of employees, employees friends and customers. Five girls participated in the course, which awarde youth firearms safety certificates from the State of Minnesota to the students

At North American, where Ken Ke lough serves as recreation director, 5 youngsters enrolled in the division annual Hunter Safety course. All seve girls who entered passed the course while 40 of 45 boys earned their patches which qualified them as certified safe hunters.

96 PER CENT!

Ninety-six per cent of the employees a Nationwide Insurance, Columbus, O are contributing \$2 to belong to the Activities Association.

According to Martha Daniel C.I.R.A., activities division manager the home office, time-wise in 1961-6 this meant 27,414 hours of particiption in sports, 26,840 hours in cultur activities, 1,965 hours in service activities, 9,491 hours by the board of trutees, and 16,506 hours in social pr grams. These figures represent actuparticipation in an event; they dorinclude the many hours of preparatio

What was most popular? Noon ho crafts occupied 6,262 hours of emploees leisure time. Men's bowling to up 5,962 hours—but the wom weren't far behind with 5,835 hour The Annual Show required 8,56 hours, while dances took up 7,99 hours.

The Activities Association is now evided into four "councils" for admin tration of the four areas of activiti. In addition there are specific responsibilities delegated to the board of tratees, such as the Annual Show.

GIRLS CLUB EYES '63

The Girls Club at Ford Motor Co. is ready rolling toward a successful 196 63 season.

Opening meetings for the Rouge a Central Chapters were held in Septe ber, and the group's membership dri is well underway.

The September program include fashion shows with travel wardrol presented through the courtesy Scandinavian Airlines. The Girls Claholds its membership open to all Ford's women employees.

What happens **AFTER** you pay the bill for Athletic Equipment?

Depends on where you bought the equipment. Chances are, if you shopped for price only, that's just what you'll get . . . price only. What happens if the equipment isn't up to par, or if it goes bad, or if delivery is delayed? That "low-bid" price will probably end up—way up. Because once the bill is paid, interest in you fades fast, and service becomes a word nobody understands.

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LEE CORBIN MOVES UP

he recreation personnel picture at erojet-General Corp., Sacramento, alif., has been realigned a bit.

Lee Corbin, previously manager of e recreation center, takes on new sponsibilities as manager of the speal services division.

Gary D. McCormick replaces him manager of the center, and G. A. owe has joined the staff as recreation ordinator. J. D. Polson has left the ganization.

NOVOTNY'S SON GRADUATES

eorge Novotny, recreation manager North American Aviation in Combus, O., and his wife Dorothy (who rmerly was employed at the comny), are understandably proud of eir son John.

He graduated earlier this summer om the U.S. Military Academy at est Point, N. Y. Naturally, Mr. & rs. Novotny were on hand for the big

Also during this past summer, two w clubs have been formed for emyees of the division. Early in the mmer, a Campers' Club was formed h an initial membership of more n 30 families. And a couple weeks er, another group of employees got lether to form a Boat Club.

DNFERENCE CHAIRMEN NAMED

nning is well under way for the 1963 RA Conference & Exhibit which will held May 19-21 at the Pick-Nicollet tel in Minneapolis, Minn.

John Leslie (left) of Minnesota Min-, St. Paul, and LeRoy Gill (right)





Minneapolis Gas Co. have been ned as Co-Chairmen of the Confer-

Varren Wallgren of Theo. Hamm wing Co., St. Paul, is Sergeant-Atns. Co-Chairmen of Exhibits are ies Nevin of Griswold Coffee, Minnelis, and Steve Lieberman of Autoic Vendors, Minneapolis.

ublicity Co-Chairmen are Jerry sby of Ford Motor, St. Paul, and k Buttell of Northern States Power, ineapolis.

harles Hoyt of Minneapolis-Honey-

well and Don Bailey of the Minneapolis Park Board have been named Co-Chairmen of Tours, while Charlotte Fosburg of Minneapolis Park Board is in charge of the Wives' Program.

Registration and Reception are being handled by Mike Brecka of Motec Industries in Minneapolis, and Darrell Olson of Soo Line Railroad, Minneapolis.

James Des Lauriers of Motec Industries is heading the Luncheon committee, Lynn Tilley of Minnesota Mining is in charge of Entertainment, and Bill Hudson of IBM Corp., Rochester, Minn., is serving as Member-At-Large.

GLERC MOVES INTO NEW CENTER

The Georgia-Lockheed Employees Recreation Club, Marietta, Ga., has moved into its new quarters in the Robert E. Gross Recreation Center.

The Center houses the Club's administration offices, club meeting rooms, craft shops, small arms range, boats, sports car and hot rod hobby shops.

Activities held in the building include meetings of the athletic, entertainment, intra-council and planning committee, along with the executive committee.

Specially equipped areas include a dark room, radio shop, craft shop, model room for train, plane, and auto enthusiasts, table tennis, art studio, and flying club ground school.

Meanwhile, construction is about completed on another building which is being turned over to the Recreation Club for operation. It's a modern sheltered outdoor eating area which consists of 3,300 square feet of concrete flooring covered by a metal roof.

The building contains 24 picnic tables capable of seating 192 persons at a time. With staggered lunch periods, this provides eating space for up to 1,000 persons. Also included in the installation are two concrete shuffleboard courts, two ping pong tables and two horseshoe courts. A member of the Recreation Club is on hand during lunch period to check out equipment and arrange tournaments and games.

With the expansion of the GLERC facilities and recreation program, two personnel changes have also been made, according to Norman King, recreation administrator. James R. "Whitey" Whitman has joined the staff as recreation assistant where he will supervise the Recreation Club's late afternoon and night programs. Mrs. Laney Jones has replaced Mrs. Jean Brackett as secretary.

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RV INDUSTRY ITEMS

PUNT, PASS, & KICK CONTEST

The Ford Motor Company is promoting a "Punt, Pass, & Kick Contest" for all grade school boys from 7 to 11 years old.

The contest, which runs through the end of October, offers boys the opportunity to compete in punting, passing and place-kicking.

TOURNAMENT RESULTS

The big noise out of Stratford, Conn., was the Clearwater, Fla., Bombers exploding to win the championship game in the finals of the Men's Fast Pitch softball tournament.

At the same time, the Lionettes from Orange, Calif., defeated the Gold Sox from Whittier, Calif., to take the Women's Fast Pitch crown.

The Tirabassi Excavators, Kenosha, Wis., won the Men's Slow Pitch Industrial tournament; the Skip Hogan Athletic Club, Pittsburgh, Pa., was victorious in the Men's Slow Pitch Open; and Dana Cardens, Cincinnati, O., was winner of the Women's Slow Pitch Open competition.



"Oh, come on back-I'll sew a button on your shirt!"

A team from San Jose, Calif., is the Little League champion for 1962, while Bridgeton, N. J., proved itself to be the best of the Babe Ruth league this year.

The Karl Young team from Houston, Texas, won the Pony League champion-

ship. Another group of youngsters from Hidalgo County, Texas, won the Co-League title. And the Chicago Lexo Athletic Club team was victorious in the Junior Pony League championshing game.

WESTERNER CLUB WINS NATIONAL TRAP CROWN

Two employee gun clubs of Olin Mathieson Chemical Corp. took first and second places in the 13th annual National Industrial Trap Shoot held recently in Middleton, O.

A team representing the Westerner Club from Olin's division at East Alton, Ill., won top honors after a shoot-off against the Winchester team from the company's New Haven, Conn., plant.

Both teams scored 234 x 250 to top 97 other teams. But the Westerner Club outshot New Haven by 11 targets in a 125 target shoot-off to claim the championship.

The McCall Corp. Team #1 and Frigidaire Team #1, both of Dayton, O., tied for 3rd, while Delco's Team #5 from Dayton finished 5th.

In the picture, Westerner Club team members (from left to right) are Robert Burress, C. E. Becker, Ebert Becker, Warren Gansmann, Pete Vallino, Lester Arbuthnot. Shown with them is F. L. Gresham, employee activities supervisor, who accompanied the team on its victorious trip.

The trap shoot is sponsored by Armco Steel of Middletown.



RATES: regular type—15 cents per word; bold face type—25 cents per word. Copy must be received by 5th of month preceding issue in which ad is desired.

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Excellent hunting and fishing at excl sive North Manitou Island, Mich. The wonderland area is ideal for individu or group trips. Tops for manageme parties and customer entertainment. Su cess guaranteed. Entirely safe. For fit ther information, write to NORT MANITOU ASSOCIATION, 2501 Sunn brook Drive, Kalamazoo, Mich.

POSITIONS WANTED

Desire position as recreation director and community services manager. Experience cludes 13 years as activities manager a editor of plant publication for promin midwest firm; also 8 years experience recreation superintendent for overseas comunity services. Excellent background in ganizational and administrative skills. Clege degree. Available after November, 19 Box #59—RECREATION MANAGEME.

Desire position in recreation field. Ar overseas division for past year as staff spodirector. Background includes coaching, p sical education and recreation supervisi Also newspaper work. Many athletic ski College degree.

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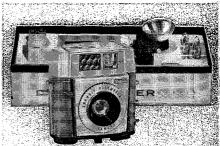
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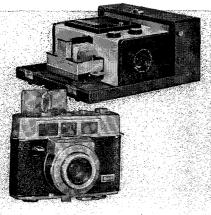
BROWNIE FIESTA Camera makes picture-taking so easy! Just aim and shoot! Get close-ups and distant shots without need of lens setting for sharp snapshots and color slides. Complete outfit includes camera, slip-on flash unit, neck strap, batteries, flashbulbs and film, \$9.95. Camera only, \$5.95.



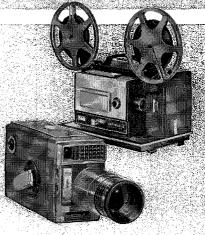
Brownie Starmeter Camera has built-in light-meter—gives proper lens setting at a glance. Complete outfit includes camera, flash holder, film, flashbulbs, batteries, \$28.75. Camera only, \$22.95. Brownie Starmatic II Camera sets its own exposure automatically. Complete outfit, \$44.50. Camera only, \$34.50,



KODAK Automatic 8 Movie Camera makes 8mm movies as easy as pushing a button—because that's all there is to do! Electric eye sets lens opening automatically. Signal indicates when light is too dim for good movies. Built-in filter. Camera, \$54.50. KODAK Automatic 8 Movie Kit in presentation package complete with light bar and lamps, \$62.25.



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KODAK Zoom 8 Automatic Camera takes exciting zoom movies simply by rotating lens barrel. Automatic exposure setting, focusing f/1.6 lens. \$119.50. New KODAK CHEVRON 8 Projector threads automatically; provides extra-bright screenings. Holds 400-foot reels. \$149.50. With f/1.2 zoom lens, \$174.50.

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That's the word from George Wann of Hyster Company, the world's best known builder of industrial lift trucks. Bowling leagues are active in three of the Hyster plants. One Hyster Company bowling league dates back to 1944.

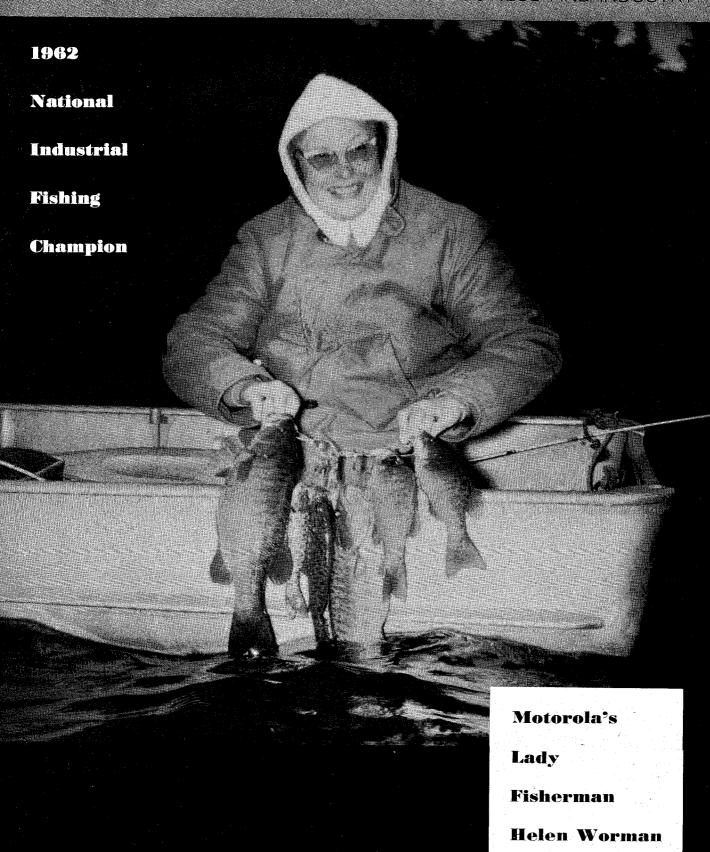
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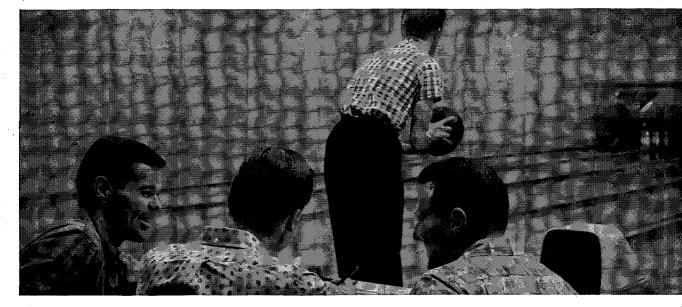




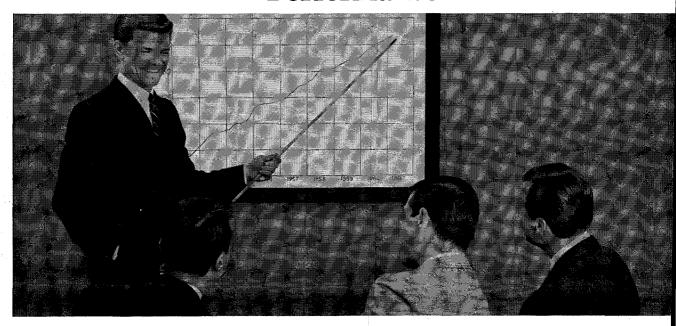
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NOVEMBER 1962

Volume 5, Number 11

Mrs. Helen Worman of Motorola in Chicago, NIRA's 1962 Fishing Champion, proves that her victory was no fluke. At Manitou, she caught a string of smallmouth bass that would please even the most choosy angler. See pages 10, 11.



RECREATIO REATION IN BUSINESS AND INDUST

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signs of the times...

WHAT'S THE DEAL ON CHRISTMAS? This year, it falls on Tuesday. And, of course, so does New Year's day. Once again, companies have to determine how much time off to give their employees. Chances are, most employees will get a full day for Christmas eve. On New Year's eve, no. An hour or two is most likely.

WATCH YOUR EXPENSE ACCOUNTS. You'd better, because someone else is watching them, too, more critically than ever before. Uncle Sam. The reaction has been what you'd expect. Those in management are understandably nervous about the new tax law and its restrictions. From top to bottom, record-keeping is being tightened up, right down to meals, cab fares, and tips.

ABOUT THAT WORD "OLYMPIC." It's being used by a number of groups, companies, and individuals across the country to describe their programs and products. You read here and there about an "Olympic" size swimming pool, or a Junior "Olympic" event. And the United States Olympic Committee is said to be unhappy about this. The Committee is concerned because permission has not been granted and misrepresentation is involved.

READINESS—THE FOURTH R. This is the name of a new film just released by The Athletic Institute. A 16mm color sound film, it's designed to interpret the values and benefits of physical education and athletics. Astronaut John Glenn is featured in a portion of the film. "Table Tennis," a 35mm color sound slidefilm, has also been recently released by the Institute.

THE GREATEST NUMBER of bowling leagues are in the industrial category! Of nearly 30,000,000 bowlers in America, some 7,000,000 roll in sanctioned leagues. And 80 per cent of all league bowlers roll their strikes, spares, and gutter balls while participating with their company teams.

A NEW RADIO SHOW is now beamed at employes of the Packard Electric division of General Motors. Called the "Assembly Line," the hour-long program features employe activities with emphasis on sports events, travel, music, and other hobbies. The disc jockey program is aired from 6 a.m. to 7 a.m. during weekdays.

THE FACTORY WHISTLE, a similar approach to employee communications, is being programmed to employees at the Delco-Remy Division of General Motors in Anderson, Ind. A taped broadcast, it's aired weekdays from 6 to 7 a.m. The program stresses human interest angles and also covers sports, music, and, of course, news items. Special highlights often include interviews centering on hobbies and employee relations activities.

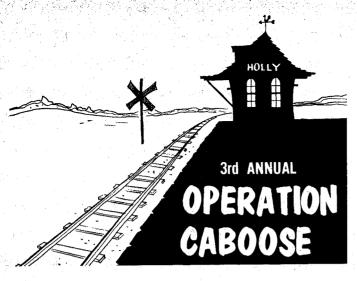
THINGS WE DIDN'T KNOW. That Roy E. Ellington, better known as "Pop," recreation counselor for Kaiser Aluminum & Chemical in Ravenswood, W. Va., and a past NIRA treasurer and state chairman, is credited with having introduced the fast-rising game of slow pitch softball to the state of North Carolina. Back in 1951, when Pop took over as industrial recreator for the McAdenville Foundation, one of the first activities he introduced into his summer program was slow pitch. Pop liked it because it boosted participation. More players had a chance to play, it added life to the older men, and the spectators enjoyed a more action-packed game.



Isn't the man you want (and the man you want to keep) a man who'd enjoy shooting?

Shooting facilities are more and more a part of industry recruitment and recreational benefits. And for good reason. Shooting sports appeal to the right kind of people—men who are intelligent, careful and stable. If your company would like to know more about recreational shooting, of any kind, write to Winchester-Western, New Haven 4, Connecticut.

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A Fun-Filled Train Ride For Fund Employees And Families

All aboard! More than 1,050 people enjoyed the family day train trip.



TOR!

Above, miniature caboose was awarded to a lucky youngster. Below, children crowd to scamper aboard fire engine for exciting ride.



For the past three years, Ford Motor Company, Dearborn Mich., and the firm's Employee Recreation Association has co-sponsored a family day train ride for employee and their families.

Called "Operation Caboose," this special event feature a fun-filled train ride at reasonable cost. This year's 110 mile roundtrip was made in August to Holly, Mich., by mor than 1,000 employees and members of their families. The adult fare was \$3, while children under 12 rode for \$1.50 Highlighting the day's events were a water fight between the Holly fire department and that of a neighboring town ship, as well as rides on ponies, a fire truck and miniature trains.

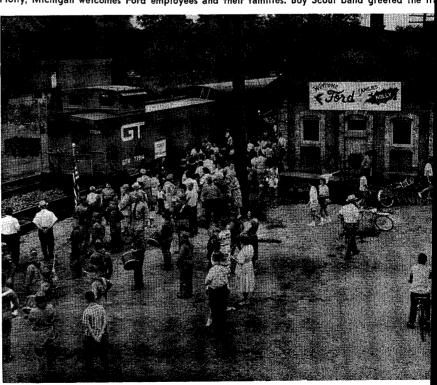
Keeping "mother" in mind, the trip was designed provide an easy, enjoyable day of relaxation. Sufficientime was allowed for feeding the children, packing lunc and arriving at the railroad station for a 9:30 a.m. departure.

In planning the trips and in selecting the destination Ford has found that several factors must be considered Such extras as picnic areas and tables, restroom facilities playground equipment, and entertainment or amusement must all be checked out. And it's important to have a registered nurse on hand for the day, too.

An approximate two-hour stop-over period is ample tir for everyone to eat their lunch and have a good time, are experience has shown that a trip should not exceed hour-and-a-half time limit each way. A mid-afternoon a rival back at the starting point allows the families to return home at a convenient time.

At Ford, where Charles Haggerty is recreation direct FERA has come up with another idea which helps bu interest in the special event. For identification, railro caps are given to the "conductor" on each coach. And ihis responsibility to hand out programs, peanuts a crackerjack, as well as signs and buttons. One year, Ford veven able to requisition an oldtime steam engine, whi created a sensation along the route.

Holly, Michigan welcomes Ford employees and their families. Boy Scout band greeted the tr



RECREATION MANAGEN

4 exciting sports in 1



Skeet Shooting



Rifle Shooting



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Hand Trap Shooting

SHOOTING

There's sport for every season . . . every age group when your recreation program includes shooting. A traditional American favorite, shooting is one of the nation's most popular leisure-time activities—with about 20 million enthusiasts today! You probably have many shooters in your company . . . can build your program around any or all of four different kinds of shooting—

TRAP AND SKEET—fast-moving shotgun sports with a nationwide following. "Powdering" targets is a thrilling test of coordination and timing—fun to shoot, exciting to watch.

RIFLE—enjoyed on both indoor and outdoor ranges. Competition: intramural, with neighboring teams,

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You can start a shooting program on as modest or as large a scale as you wish. Remington has helped many successful company gun clubs—will send full information. Just check items you'd like and mail the coupon.

FREE All the information you need to start a successful shooting program. CLIP AND MAIL TODAY

RIFLE — Product catalog and literature on rifle shoot	ting.	oduct catalog and ooting.	literature on revolver
SHOTGUN—Product catalog and literature on gun operation.	club		
Name	Address		
Title	City State	 	

Industrial recreation is constantly promoted on a year-round basis to some 2,500 employees at Kaiser Industries, Oakland, California, winner of Class B competition.



As the Holiday season once again draws close at hand, final touches are being applied to Christmas party planning.

Christmas parties, of course, represent one of the highlights for employees during the year. And usually these parties are a huge

This is especially true at Kaiser Industries, where last year a record

turnout was on hand for the firm's special Christmas party. When the final count was in, the tally showed not only that an amazing 90 per cent of the company's 2,500 employees attended the big occasion—but they were also members of the Kaiser Employees Club!

However, the Christmas party was only one of many achievements this past year at Kaiser. A chartered European tour was a huge success, the Variety Show played to an audience of 5,000 over a two-night period, the employee

To create interest in the Employees' Club, Kaiser publishes a lively booklet which uses many attention-getters to good advantage.



A Well-Balanced Program Sparks High Participation

picnic catered to a big, enthusiastic crowd, and the chor group was constantly in demand around the communit

These and countless other well-run, well-attended activities indicate why the judges felt that Kaiser's balance year-round industrial recreation program was the best Class B entries in the 1962 Helms Athletic Foundation I dustrial Recreation Awards, which included all companithat employ between 1,001 and 5,000 persons.

Heading Kaiser's efficient program is Vern Peak, direct of personnel recruitment and development. His capal team includes one full time and one part time employe Florence Turner, KEC executive secretary; 14 members the board of directors, and 200 active volunteers who ass with publicity, ticket sales, and other duties.

KEC is co-sponsored by the company and the employee The annual dues fee of \$2 includes the employee and I family. KEC's budget is prepared by the board of directo then the amount requested is submitted to management which finances the program on a semi-annual basis. To past year, management contributed one-third of the Clubudget. Other income was derived from the sale of magnines, jewelry and selected items.

Funds are allocated to activities on the basis of partipation and interest. Generally speaking, all activities a allotted funds as requested, providing their requests do conflict with Club policy.

A good recreation program offers more to employ than just a variety of activities and sports. Through Kaiser Employees' Club, a great deal of emphasis is placed on leadership training—especially training for chairm ships and in promoting greater understanding of parameter procedure. Although somewhat intangible, the are certainly benefits from which the company and employees will gain in time to come.

Kaiser offers its sports-minded employees a wide range activities. The company's program includes summer a winter bowling, basketball, golf, snow and water skii softball, archery, fencing, tennis, swimming, health cl sailing, fishing and pistol and skeet shooting.

For those who lean more toward the social and hol activities, there are travel tours, choral, bridge, drar dancing, and investment clubs. Then there's the Hammo organ club, Variety Show, jewelry collection, safety p

RECREATION MANAGEM

Vern F. Peak
Director
Personnel Recruitment
and Development





Travel tours have become a prominent part of recreation at Kaiser. Here happy employees arrive at Honolulu airport for "Aloha Week."

ram, hula lessons, photography, Christmas dinner dance, pring dance, and fashion show.

And if some of the employees at Kaiser still haven't ound an activity that appeals to them, they might consider he letter writing clinic, doll dressing contest, theatre paries, chess club, sports car club, Disneyland club, or working for the weekly bulletin.

And if that isn't enough, new groups are being formed ll the time. This year's additions to the company's growing st of activities includes a fashion class, ladies gym class, air styling group, color coordination group, IBM Proramming groups, and sales training groups.

Kaiser's outstanding program hasn't neglected the youngers, either. For children of employees, the company offers tree weeks each year at the day camp, an annual picnic, nildren's Christmas party, and variety show. One other tryice should also be noted, which undoubtedly helps spark reater participation in the company's activities. This is a aby-Sitter service, where KEC offers a listing of names, ldresses and phone numbers of baby-sitters recommended the employees.

Kaiser also offers a blood bank, real estate listing, dis-

count service, transportation service, fund drives, magazine subscription service, special sale items, seat belt sale and installation, theatre tickets and tours at special rates.

Realizing that industrial recreation represents a field of constant growth, and that other companies are constantly initiating or increasing their programs, Kaiser's team has been instrumental in helping a number of firms improve their recreation picture. Since 1956, Kaiser has actively given assistance to both large and small companies in club organization and in setting up their program.

At the present time, Kaiser is actively engaged in assisting other companies in the Bay area through participaton in the Oakland Industrial Recreation Council.

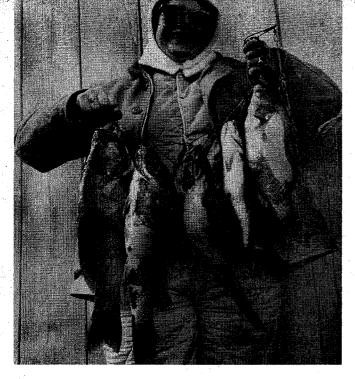
Certainly much credit for Kaiser's outstanding program must be given to Vern Peak, one of industrial recreation's outstanding leaders. Mr. Peak served on the board of directors of the National Industrial Recreation Association in 1956 and 1957. He was elected a NIRA vice president in 1957. Moreover, he has also served as president of the Southern California Industrial Recreation Council, chairman of the State Conference, and member of the State Planning Committee for two years.

e Dave Warren jazz combo whoops it up at the KEC Variety Show ich draws a two-night crowd of 5,000 at the Oakland auditorium.



Admiration is reflected on the faces of these ladies as they study some of the outstanding entries in this year's doll dressing contest.





Helen Worman and Ed Summers collect their tournament prizes



Fishing Champion Helen Worman and Rifle Champion Ed Summe display their trophies from North Manitou Island. Mrs. Worman need both hands to hold up her impressive string of smallmouth bass. Ed 6-point buck weighs 150 lbs. He brought it down with his only shot of the day, although he saw many other deer.

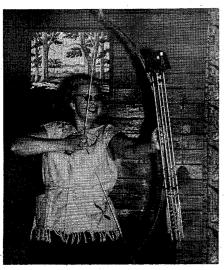
Champions' Holiday At Manitou

Fishing Contest and Postal Rifle Match winners come through with flying colors during an exciting sportsmen's vacation

Around Motorola's plant in Chicago, Ill., the word was out—especially among many of the male employees.

In a good-natured way, they cast aspersions and tossed brickbats upon the fishing skills of Helen Worman, who had pulled in a 118 lb. Sailfish off Acapulco to win the NIRA Fishing Contest and its grand prize of an expense-paid weekend trip to North Mani-

Helen Worman poses with a bow. Although she never tried archery, she might take it up.



tou Island in Lake Michigan.

Their attitude isn't too difficult to understand. Some of the men who work at Motorola, like those at any company, like to think that fishing is a man's sport and that the ladies would do better if they concerned themselves with other areas of recreation activity, such as knitting and doll dressing.

Thus, when Mrs. Worman headed north in October, the big question was: would she catch any fish? The general concensus (especially among the men): no—it couldn't be done!

But the "experts" failed to study the record. Mrs. Worman has long been an avid lady fisherman. Each year, one day of her vacation is devoted to fishing. In addition to the prize winner she caught this year, her record shows another sailfish to her credit, a dolphin, bonito, and many others.

When Mrs. Worman arrived at Manitou, she found she had more than her share of critics on the island. In fact, she probably never dreamed that the time would come when she would spend a week-end on an island with 12 men.

But there she was! And with her

were Ed Summers, NIRA's 1962 richampion; Everett Hames, gener sales manager of The Shakespea Company and trustee of the Manito Island Association; Tom Bubi Shakespeare's advertising manage Leo Rotelli, advertising promotion manager for the Round Lake Gar Fields; John Zervas of American Fising Tackle Manufacturers' Association

Ed Summers tries his hand on the archerange, coached by Pat Hudson and Tom Bub



RECREATION MANAGEME

co-sponsor of the Fishing Contest); ill Laurent, managing editor of Fishing Tackle Trade News; Pat Hudson and Bill Wells of MacManus, John, & dams advertising agency; and Donfeer, NIRA executive secretary.

The frisky fresh water smallmouth ass that ran among the weed beds, allen timbers, and rocky coves of Lake fanitou, located in the center of the land, offered a new challenge.

UST ANOTHER CHALLENGE

But when it comes to fishing, Mrs. Vorman had been challenged before, and by the time the sun dropped down chind the lake at the end of a wonderal weekend, Mrs. Worman was able to roudly display a 17 lb. string of fish at included seven smallmouth and five erch.

One of the smallmouth weighed 3 s. She hooked it on a Flatfiish, which he affectionately calls her "Chiquita anana."

At Manitou, Mrs. Worman used hakespeare tackle, along with a speal technique which had worked for er in Mexican waters. At Acapulco, member, she had tossed a silver peso to the blue Pacific shortly before she ught her sailfish. At Manitou, of urse, she didn't use a peso. This is derstandable. Fresh water fish that habit Michigan's streams and lakes e known for their disregard for exican money. So she used an Amerin penny, dropping it into the lake bere casting out into its productive iters. And the fish were really biting. Commenting on the difference beeen salt water and fresh water fishg, Mrs. Worman says that "salt water hing is exciting, and I've caught me big ones, but I thing that fresh ter fishing offers more sport."

While Mrs. Worman was fishing wn the scenic shoreline of Lake anitou, with Mr. Hames aboard as r guide, on another part of the island RA's rifle champion was also prov-

Ed Summers, winner of .22 rifle npetition in this year's NIRA-NRA stal Shooting Matches, set out to get nself a buck.

THE OLD APPLE ORCHARD

Later in the afternoon of the first v, Ed spotted the one he wanted. It is a 6-point buck browsing some 75 ds away in an old apple orchard. Ed stalked his prey for about 30 nutes, waiting for the shot he wanted. It is the came, he was ready. One shot,



Helen Worman waits anxiously as Everett Hames shuts off outboard and makes a final check before they begin casting. It was a brisk day with a cold wind. Mrs. Worman dressed accordingly.

and he had his 150 lb. buck.

That Ed needed only one shot isn't surprising. He was second in the nation at the Small Bore Rifle National Matches held earlier this year at Camp Perry, where he missed first place by a single point.

A bachelor, he works in the Physical Testing Lab at Goodyear in Akron, O. Most of his spare time, naturally, is spent shooting. And he's proud of the fact that his company has biggest Rod & Gun Club in the country. Moreover, Bill discloses that there are nearly 100 members of Goodyear's shooting club.

MISSED HER BANQUET

Mrs. Worman works as group leader in the coil department at Motorola. To make the Manitou trip, she had to miss a banquet where she was to have received her 15-year pin. A real sportslady, she finds time to bowl in two leagues in addition to her fishing. She

has a 130 average in one, and a 121 average in the other.

Both Helen Worman and Ed Summers had nothing but praise for Manitou, which certainly represented the perfect prize to honor their championship performance in the fishing and shooting contests.

Located in upper Lake Michigan, about six miles off the mainland, the 15,000-acre island game preserve is owned by the non-profit William R. Angell Foundation and run by the Manitou Island Association. As a trustee of the Association, Mr. Hames was instrumental in arranging the prize vacation for the champions.

In hope of a return trip, both champions have hinted strongly that they plan to compete again in next year's NIRA contests. Details and official rules for competition in 1963 will be announced shortly after the first of the year.

Here are the champions with their critics. From left to right: Don Neer, Bill Laurent, Leo Rotelli, John Zervas, Helen Worman, Bill Wells, Everett Hames, Ed Summers, and Pat Hudson.



VEMBER, 1962

LEADING THE WAY TO MORE SPORTS AND RECREATION IN AMERICA

ATHLETIC INSTITUTE

The Athletic Institute is devoted to the advancement of athletics, physical education and recreation.

 \nearrow

Below are the organizations, which, through their financial support, make possible the non-profit programs of the Athletic Institute.

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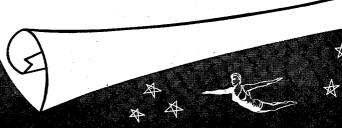
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Yarrington Mills Corporation

Besides the above, The Athletic Institute has an associate membership comprised of a number of sporting goods dealers, geographically spread throughout the United States.





X

Boodyear's Charles Bloedorn records

is impressions of the trip as industrial recreation

lays an important role in furthering international understanding

A Goodwill Tour Of The Far East

Inder the auspices of the U. S. State pepartment, the Akron Goodyear basketball eam has embarked on a two-month exhibition our where they will play top teams from ine nations. Making the trip with the eam and its coach Harry Vaughn is Charles loedorn, director of recreation, who recording his personal impressions of the rip. At a time when the world shudders ver Berlin, Cuba, India, and other trouble pots, Mr. Bloedorn's letters show the value f human relations and goodwill generated y the tour. Highlights from his letters ppear below. More will follow in the next sue of Recreation Management.

ctober 18, 1962 Tokyo, Japan

Had a rather bumpy flight to Chicago. Changed planes id rode a jet to Seattle. Visited the World's Fair, then ick to the airport and another jet to Anchorage, Alaska. Arrived in the 49th state and was surprised at the eather. Rather warm! Expected snow and ice, I guess. ave run into many people of foreign extraction—or better t, I guess we are the foreigners.

Met some Chinese army officers at the Alaskan airport, d we had an interesting conversation. They had spent ree months at Ft. Bragg learning about our army tactics. Let all rated the Philippines, Formosa, Japan, and Korea, that order, as the strongest in basketball in the Far East. Ith that in mind, we should get our stiffest competition of the start. Time will tell.

Arrived in Tokyo about 1:30 a.m. after a 7½ hour ght from Anchorage.

Missed a day somewhere. Lost about 12 hours coming st. Boys practiced for about 1½ hours this afternoon. kyo is a fascinating town. One has to watch the traffic as by drive on the opposite side of the street. People are try friendly and polite. On our way to Formosa tomorrow.

tober 20, 1962 Taipei, Formosa

Departed from Tokyo with a minimum of confusion. w to Taipei, Formosa. All the boys are in good health far. Please all knock on wood for us!

What a reception we received in Taipei! Hundreds of ple there to welcome us. Had a press party, and then down to a real Chinese dinner. A delicious meal! The inese are excellent cooks, and we had around 12 courses. ch course consisted of many different dishes, so we had t of Chinese Smorgasbord.

Then we took off for the gym to put on a clinic. The

gym is excellent and there were over 4,000 fans just for the clinic. Can you imagine that! They were very interested in our style of play and asked many questions.

These people rate basketball as the No. 1 sport in China, and are very good at the game in spite of their height. They are curious and ask many questions. They despise the Communists and aren't afraid to tell you about it. Remind you of the Turks in this respect.

Poverty is prevalent in China. How lucky we are to be able to live in the good old United States. You just can't describe the conditions here in Taipei. Words won't do it. Conditions and methods are very crude and everyone seems to be working so hard but not accomplishing much. However, most people are happy, and smile continuously.

Won our first game, 59 to 55, defeating the Chinese Nationalist team before 6,000 fans. The Chinese are great ball-handlers, fast, and can shoot. We could have some trouble from them.

October 22, 1962 Taipei, Formosa

Really had a tough time beating the Chinese Nationalist team last night. You can see who has helped them in their style of play, as Nat Holman spent three months here working with their players. Basketball is the most popular sport, followed by baseball and swimming. You see a hoop up in just about every yard, and the kids are always practicing like in the states. This wasn't true in the Near East. Will have another capacity crowd for tonight.

Jesse Williams and I went sight-seeing. Met many natives, and enjoyed talking with them. Jesse is a mighty fine person, and really understands the purpose of this trip. He makes friends everywhere.

Won our second game in a row by a score of 63 to 56 before a capacity crowd again of 6,000. Played the Chinese Nationalist team again. We had a 10 point lead at the half, and at one time during the second half had them by 17 points.

Played a good game tonight as our fastbreak was working very well. They have a procedure here in China before you start the game to bow to your opponents and then also bow to the crowd. This is a must, and we certainly abide

Continued on page 14

The Goodyear varsity team in action against the Cleveland Pipers.



GOODWILL TOUR Continued from page 13

by it. The Chinese are so polite! We like them and they certainly are friends of the U.S.A.

October 23, 1962 Taipei, Formosa

Won our third straight from the Chinese Nationalist team by a score of 72 to 58 before a capacity crowd of 8,000. Played the game at Kaohsiung, which is located at the southern point of the island of Formosa. Score at the half was 31 to 31. However, we broke up their press during the second half and won rather easily from there on. A very good game enjoyed by all. Their fans are very appreciative and cheer for both sides, of course just a little bit longer and louder for the home club.

Back to Taipei by sleeper. Played to approximately 20,000 fans in China. Two games were on TV and the other was broadcast. The Chinese really love the game and are very good sports.

Arrived in Taipei early in the morning and returned to the Prince Hotel. The Chinese Basketball Federation had quite a reception for us at the airport before our departure to Hong Kong. Hate to leave Taipei because we like the Chinese people. They work so hard and are always very pleasant. They are also very smart and good businessmen.

Flying to Hong Kong. This trip so far has been better than the Near East trip. The hotels and food are very good and the basketball competition much tougher.

Will be writing from the Philippines. This team is the best by far in the Far East, and the competition will be very good.

October 24, 1962 Manila, Philippines

Stopped in Hong Kong on our way from Taipei to Manila. What a paradise for shoppers. Glad my wife isn't along. She would break me, I'm sure.

Had a real welcome reception at the airport in Manila. Hundreds were there to greet us, along with a band. Had a police escort to the mansion of the president of the Philippines. Met him and had our pictures taken with him. He used to play basketball and is a real fan.

Checked in at the hotel, and then the boys had a short work-out. After the practice we were guests of the senator of the Philippines.

We are told that the three games with the national team

Goodyear's Itinerary (subject to change)

Leave Akron airport	. Oct. 17
Tokyo, Japan	Oct. 19-20
Taipei, Formosa	. Oct. 20-24
Hong Kong, China	Oct. 24 (overnight)
Manila, Philippines	Oct. 25-30
Bangkok, Thailand	Oct. 30-Nov. 6
Phnon, Penh, Cambodia	. Nov. 6-12
Kuala Lumpur, Malaya	Nov. 12-17
Singapore, Malaya	
Rangoon, Burma	. Nov. 21-24
Bangkok, Thailand	Nov. 24 (overnight)
Vientiane, Laos	
Saigon, Vietnam	Dec. 1-7
Leave for U.S.A.	

are a sell-out and that 26,000 rabid fans will see eac game. Basketball is the No. I sport here with boxing nex Publicity has been tremendous and the people are reall looking forward to a great series. Should be a good contex—height against speed and excellent shooting.

October 26, 1962 Manila, Philippine

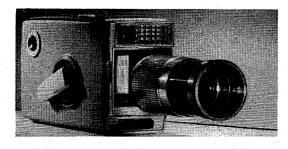
Well, here we are in Manila. The people like the Amer cans and we are greeted with friendly smiles everywher we go. The weather is hot and humid although we unde stand this is the start of the cold season. Wonder how it during the summer.

Played an exhibition against our plant team here. The have an outdoor court right next to the plant and the peple really enjoyed the contest. They were small and we just had some fun on the court. The score ended up 30 to 16 in our favor. Their team plays in a local industrial recreated league composed of rubber companies; Goodrich and Firstone are also in the league.

Played our first game against the Philippine nation team, and beat them 78 to 68. Had a capacity crowd 26,000 fans, the biggest crowd that one of our teams hever played to. The score at half time was 37 to 35 in or favor. The Philippine team took the lead during the se ond half and had a 9 point lead with 11 minutes to g However, from this point on we really hit and controlle the boards. These Philippines are tough and have a real niclub. The game tomorrow is a sell-out, too. They real like this basketball in Manila.

Chuck Bloedo

Some lucky Recreation Director will win this Kodak Zoom 8 Automatic Movie Camera!



Write to NIRA, Room 1518, 203 N. Wabash, Chicago, Ill., for details on the 3rd Annual Photo Contest.



"This will be a swell short cut to that hunti spot . . . if I can find it!"

Vorld Softball Tournament Report

Tirabassi Excavators Wins Industrial Crown

he Tirabassi Excavators won the big one to take the 962 World Slow Pitch Industrial Championship.

To do it, however, they had to overcome the gallant bids f a number of other teams—especially the Allen-Bradley eam, Milwaukee, Wis. (see page 18), which Tirabassi detated 10-5. Coming out of the losers' bracket, the Allendradleys made a dramatic try (they led the Excavators going into the seventh) in their 10th game of the tournament and their sixth game of the day!

The Milwaukee comeback was featured by the remarkble feat of ageless Al Luick (he says he's only 45) who urled all six games on the final day. For this tremendous

ffort, he was named Most Valuable Player.

But the Tirabassi team had its iron men, too. It had to, order to survive the top notch competition it faced uring the tournament. To reach the throne, the Kenosha

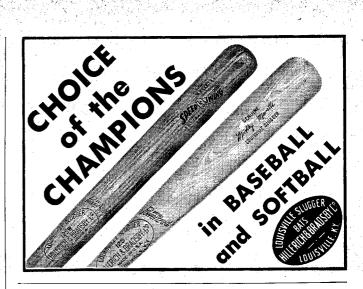
World Champions 1962 A.S.A. Industrial Slow Pitch Tirabassi Excavators, Kenosha, Wis.



ont row, left to right: Dick Krieger, Nick Guarascio, Vince Lia, Dom abassi Jr., Jim Spalatto, Vince Bonofiglio, and batboy Jeff Pascucci. iddle row: Mario Bonofiglio, sponsors Mr. and Mrs. Dom Tirabassi, Tom ating, Howie Latshaw, Mike Molinaro, and Al Gajdos. Top row: Sam gro, Alex Nigro, and Russ Guarascio.

am defeated West Virginia's Parkersburg YMCA, 11-2; merican Cyanamid of New Castle, Pa., 16-7; Pharr Yarn o. of McAdenville, N. C., 6-1 (Pharr Yarn was shooting r its third successive title); Peoples Natural Gas Co., ttsburgh, Pa., 3-1; and, in the final, Allen-Bradley.

Other teams (behind the Excavators and the Allen-Bradys) in order of their finish: Peoples Natural Gas; Pharr rn; Louisville (Kentucky) Gas & Electric Co.; Wix rp., Gastonia, N.C.; Grumman Aircraft, New York City; rks & Recreation, Detroit; Combustion Engineers, Chatnooga, Tenn.; American Cyanamid; Broadwater Beach, loxi, Miss.; Red Owl Stores, Hopkins, Minn.; Cincinti (Ohio) Fire Fighters; Minnegasco, Minneapolis, Minn.; tional Cash Register, Dayton, O.; Fort Wayne (Indiana) tte School; YMCA, Parkersburg, W. Va.; Carling Brew-, Cleveland, O.; Engelhard Industries, Attleboro, Mass.; EW Local 827, Trenton, N. J.; Lycoming Corp., Stratford, nn.; WPRO TV, Providence, R.I.; Mutual of Omaha, naha, Neb.; Recreation Dept.; Portsmouth, Va.; General ods, White Plains, N. Y.; Mayrose Meats, St. Louis, Mo.; ledo (Ohio) Blade; Kordite Corp., Rochester, N. Y.



NORTH MANITOU ISLAND



A Sportsman's Paradise Smallmouth Bass Fishing At Its Best!

In the center of the beautiful island, 254-acre Lake Manitou abounds with big and scrappy smallmouth bass. Top water and underwater lures are effective.

You're Guaranteed A Deer!

1,600 Whitetails roam the island's 15,000 acres. Shooting conditions are ideal and safe. Hunters staying 3 days are guaranteed a deer.

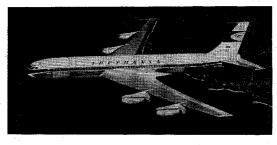
Special rates for groups of 5 or more.



Write to Manitou Island Association Leland, Mich.

A week for two in Paris for one of your employees?

Flight by Lufthansa; hotel accommodations, meals,
and many extras by American Express.



For details on the 1963 Employee Photo Contest, write to NIRA, Room 1518, 203 N. Wabash, Chicago, III.

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BROADCLOTH \$4.95

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RECREATION ROUNDUP

McDONNELL'S DUCKS

It all started about a year ago. Winging south, an injured duck was forced to make an emergency landing at a lake formed by the air conditioning system of McDonnell Aircraft in St. Louis, Mo.

Soon, however, the first duck was joined by a second—then two more to make a total of two drakes and two hens. The ducks liked the lake. And they liked the McDonnell employees, too, who began to feed them.

It was only a matter of time before Mother Nature stepped in-and in the spring of this year, eight healthy ducklings waddled onto the scene.

At this point, McDonnell employees set up a feeding schedule for all three shifts. Expenses climbed; food costs

But the conservation-minded fiscal department at McDonnell only raised an eyebrow and smiled when the cash voucher came through one day from recreation director Bert Granville under the heading: "Care & Feeding Of Wild Ducks."

ROD & GUN SPONSORS CAMPERS

Nine happy boys recently spent a week at the state conservation camp in De-Bruce, N. Y., as guests of the Rod & Gun Club, Grumman Aircraft, Bethpage, N. Y.

During their stay at the campsite, the teenagers were instructed in the proper use of firearms, forestry, and conservation, fishing, and general woods lore.

REGION III CONFERENCE

Industrial recreation—a valuable tool for sound employee relations!

This is the theme for the Region III Conference which will be held January 18-19, 1963, at the Harris Motor Inn, Kalamazoo, Mich.

Sponsored by the National Industrial Recreation Association, the Conference will offer valuable sessions, debates, and speakers' topics keyed to the basic issues and problems confronting industrial recreation.

These include such timely subjects as "The Management Attitude," You A Good Set-Up Man?," "The Helper Makes The Journeyman," "Is It Worth The Effort?," "Facilities-Public vs. Private," and "The Future For Industrial Recreation."

In addition, there will be a stimulat-

ing debate over whether "Employe Should Pay The Major Cost Of Com pany-Sponsored Recreation Programs, and a demonstration by The Shake speare Co. of Kalamazoo.

R. Fred Canaday, NIRA Directo from General Motors in Detroit, Mich

is Program Chairman.

Co-Chairmen are Richard N. Prey o The Upjohn Co., Kalamazoo; Everet Hames of Shakespeare; J. Donald Hib bard of Interstate Vending, Detroit President of the Industrial Recreation Association of Detroit; Charles Hag gerty of Ford, Dearborn, Mich.; Ches ter Pellegrin of Detroit Edison; John Crnich of R. R. Donnelley & Sons, Chi cago, Ill.; and Walter Dowswell of Motorola, Chicago.

The registration fee of \$12.50 in cludes the cost of all meals—a break fast, two luncheons, a dinner, and th

reception.

All inquiries should be addressed Mr. Canaday, General Motors Corp 15-223 General Motors Building, De troit 2, Mich.

IBM WINS GOLF HONORS

IBM Corporation of Rochester, Minr took top honors in the 1962 golf tou nament sponsored recently by the Tw Cities Industrial Recreation Council.

Held in St. Paul, the tourname pulled 225 golfers representing 15 i dustries and businesses in the area.

In the picture, Bill Hudson (right IBM's recreation director, accepts h



team's trophy from Paul Haller, cha man of the tournament. James Laurier, of Motec Industries, TCII president, is on the left.

BUILDS ARCHERY RANGE

Bow and arrow enthusiasts at AiResearch division of the Garr Corp., Los Angeles, Calif., now ha an archery range.

The range was recently construct on the north field at the Torrance cilities by archers and officers of Employees Club. To encourage m interest in the activity, the Club equipment available to beginners.

TENNIS COURTS ADDED

For its supervisory personnel, the like Rickabear Club, Boonton, N. J., perated by the Curtiss-Wright Corp., ood-Ridge, N. J., has added two new een-colored all-weather tennis courts its extensive recreation facilities.

According to W. K. Wehrell, club anager, in the last few years there is been an upsurge of interest in tens at his company.

"Many members who have never ayed tennis before have bought rackand are learning the game," he ys. "In addition, many employees are aching tennis to others in their fami-

Lake Rickabear Club also offers to members such activities as softball, dminton, bowling, volley ball, basketll, croquet, quoits, and shuffleboard, well as many indoor activities in-ıding chess, checkers, and card

The tennis courts were designed and stalled by Wm. C. Westervelt & Sons, creation construction specialists, East therford, N. J.

1,000 AT GOODRICH OUTING

me 1,000 employees of the B.F. odrich Company in Akron, O., were hand recently when the Foreman ub held its Teamfest on two sucsive Sundays.

The annual outing is designed to p the company's foremen, staff, techal, and sales people get to know ch other on a more personal basis. Highlights of the Teamfest included f, games, and food.

RUDO HEADS BRUNSWICK DIV.

Milton Rudo (picture) has been appointed president of the bowling division of Brunswick Corporation, Chi-

cago, Ill.



The announcement came from S. P. Jacobson, Brunswick group executive in charge of the bowling, sporting goods and boating divisions, who also has been serving in the capacity

of president of the bowling division.

Mr. Rudo, who was also elected a Brunswick corporate vice president, has been active in the bowling industry for many years. He's a vice president of the National Bowling Council, and has lectured on marketing before the National Industrial Conference Board as well as many other groups in the United States and Canada.

FILM LIBRARY FOR EMPLOYEES

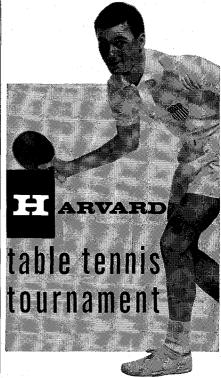
Employees at General Telephone in Fort Wayne, Ind., are enjoying a company service which benefits them as much as it does their community.

The firm maintains a special library with access to films, tapes, and audio visual equipment. Through the company's public relations department, employees can check out the films and tapes for presentation to community organizations and service clubs. And they have a choice of subjects that range from human relations to national defense.

ing the recent NIRA Workshop & Conference in Dayton, O., one highlight was a tour of the gidaire recreation area. In the front row, from left to right: Harold Fasig of Frigidaire; Frank ci, General Electric, Cincinnati, O.; Ed Mitchell, NIRA president, U. S. Steel; Franklin Meyers, ken Roller Bearing, Bucyrus, O.; Earl Schreiber, Timken, Canton, O.; J. Pullen, Ontario-Hydro; rry Amato, Frigidaire. Back row: Jos. Schranck, DuPont EDEAA: R. F. Jones, Goodyear Atomic, Ilicothe, O.; Fred Canaday, GMC, Detroit, Mich.; Chuck Bloedorn, Goodyear Tire & Rubber, on, O.; John Tutko, Hq. USAF, Pentagon, D. C.; Don Neer, NIRA Executive Secretary, and arles Cunningham, U. S. Dept. of Agriculture, Washington, D. C.



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R V INDUSTRY ITEMS

TWA WINS SOCCER TITLE

A goal with only 10 minutes remaining gave TWA a 1-0 win over KLM in a recent playoff for the Idlewild, N. Y., soccer championship.

Both TWA and KLM had finished the regular season with identical records of four wins and no defeats—beating Swissair, Pan Am, BOAC, and Lufthansa. TWA's strong defense had yielded only three goals in five games. All 16 men on the team, which was a late entry in the new Idlewild leagues, are European born. Thirteen are Irish, while the three others are German, English, and Italian.

The league has already been expanded to nine teams and an 18-game schedule, with the entry of Alitalia, Air France, and Icelandic. Play is being resumed this fall.

TVA AREA FACILITIES GROW

Recreation facilities and improvements on Tennessee Valley Authority lakes and lakeshores are now valued at \$141,379,762, according to TVA's recently completed annual survey.

This represents an increase of 17 per cent over the value last year.

Almost two-thirds of the value is in land-based facilities; and about one-third is in boats, houseboats, and other water-based equipment.

Improvements in state and local parks and access areas are valued at \$12.2 million, over \$2 million more than last year. Since 1947, the average annual increase in value of improvements in these public areas has been

around \$800,000. More than 11 million person-day visits were made to state and local public parks and access areas on TVA lakeshores.

HOTEL EXEC JOINS HARRISON

Newt Rickman has been named general manager of the 400-room Hotel Harrison, 65 E. Harrison St., Chicago, Ill. Well known to many NIRA members for his fine work during the Association's last two Chicago conferences, he previously served as a sales executive for the Sherman House.

RECREATION BOOM PREDICTED

A tremendous boom in the sale and use of athletic goods and sports equipment in the next 10 years is predicted by John L. Van Zant, vice president of J. Walter Thompson Company.

Addressing members of the Athletic Goods Manufacturers Association and The Athletic Institute at a recent meeting, Mr. Van Zant stated that the athletic goods industry would have an opportunity to increase sales at least 60 per cent by 1972 if it only kept in step with the general advance in personal consumption.

"Actually, the potential would seem to be somewhat better than 60 per cent, both on the basis of past sales records (an 82 per cent increase in 10 years from 1951 to 1961), and on the fact that expenditures on participant sports grew 127 per cent after 1947, while total personal consumption increased at a somewhat slower pace by 99 per cent."

Mr. Van Zant cited six key factors which should bear directly on the athletic goods market, both here and abroad:

1) The rapid move upward of m lions of families into higher incomgroups is making it possible for the to spend more money and more time recreation and sports.

2) The increased numbers who gon to high school and college not on swell the ranks of organized athletics-they also tend to participate in spor far more than average in their latelives

3) The baby boom during and after the war has greatly raised the proportion of young people in our population people who are in their most active years for sports and athletics.

4) The trend toward larger far ilies is also quite marked, and this turn increases the number of youn

active people.

5) The character and composition of the labor force is changing. We have more skilled, but fewer manual workers. This means added millions with need and desire to take part in sport and the money to do it with.

6) Urban living, especially the ph nomenal growth in the suburbs of me ropolitan areas, tends to encourage pa ticipant sports such as golf, tenn boating, fishing, hunting, and oth sports.

Allen-Bradley Company, Milwaukee, Wis. 1962 A.S.A. Industrial Slow Pitch Runner-up



Front row, left to right: Milt Rebro, Gil Zajdel, Mgr. Wally Sprangers (Recreation Director at Allen-Bradley), Jim Paolo, Fred Cieslik, Bil Philleo, and Bob Stuart. Back row: Ron Mucha (scorer), Jim Sierszyn, Lee Pelzek, Wally Szymanski, Bill Juhay, Wayne Platz, Bob Czerwinski, Al Luick, Earl Swartz, Tom Spencer, and John Leanna.

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Excellent hunting and fishing at exc sive North Manitou Island, Mich. T wonderland area is ideal for individe or group trips. Tops for managements and customer entertainment. S cess guaranteed. Entirely safe. For f ther information, write to NOR' MANITOU ASSOCIATION, 2501 Sun brook Drive, Kalamazoo, Mich.

POSITIONS WANTED

Desire position as recreation supervi Experience includes recreation administrat for a V.A. hospital, and for a county starium. Good background in industrial r tions, phys ed supervision, and public College education. Age 31. Available wit two weeks. Box #60—RECREATION MANAGEME

Desire position in recreation field. A overseas division for past year as staff sp director. Background includes coaching, I sical education and recreation supervis Also newspaper work. Many athletic sk College degree.

Box 61—RECREATION MANAGEME

Give Kodak business gifts...

the presents with a future - of fun for the whole family!

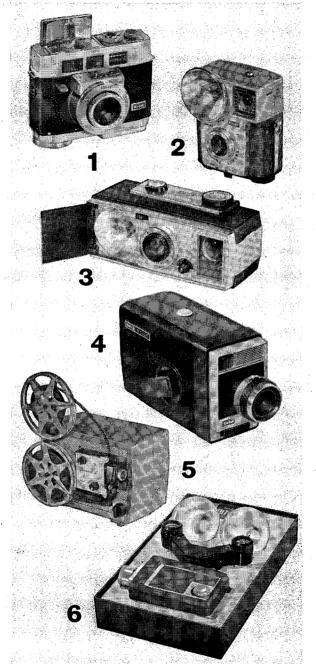
The gift they'll never forget: KODAK MOTORMATIC 35F Camera winds its own filmsets its own lens-even adiusts automatically for flash shots as you focus. Built-in pop-up flash. Ten shots in ten seconds! \$119.50.

Корак Automatic 35F Camera with electric-eye automatic exposure setting, pop-up flash, \$99.50. Kodak gifts say "Open ne first"—they'll be able to picture all the fun of Christmas from the very first moment!

Convenient, compact **BROWNIE STARMITE Cam**era has built-in flash—takes ull-size snapshots and slides, ndoors or out, in color or blackind-white. Outfit includes camra, flashbulbs, film, neck strap ind batteries. \$13.50. Camera nly, \$11.95.

Brownie Super 27 has new, easier-to-hold shape hat helps everyone get sharper ictures. 3-element f/8 lens. uilt-in flash holder—camera is eady for indoor shots any time. omplete outfit includes camra, film, flashbulbs, flash guard, atteries, neck strap, \$21.50.

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KODAK 8 Movie Camera makes movie-making easy for everyone. Only one simple setting is required for bright, clear, action-filled color movies —just aim and shoot! Fast f/1.9lens lets you catch the action even in shade or during cloudy weather. Enclosed optical viewfinder. Quick, fumble-free film loading. Convenient exposure guide on camera side. \$34.50.

Compact, lightweight **Brownie 8 Movie Projec**tor, Model A15, shows 8mm movies up to 4 feet wide, has 200foot reel capacity. Automatic threading right onto take-up reel, single-knob control. \$54.50. With carrying case, \$59.95.

KODAK Automatic 8 Movie Camera makes 8mm movies as easy as pushing a button-because that's all you do! Electric eye sets lens opening automatically, adjusts it continuously indoors or out. Special signal indicates when light is too dim for good movies. Builtin filter. \$54.50. Packaged complete with light bar and lamps,

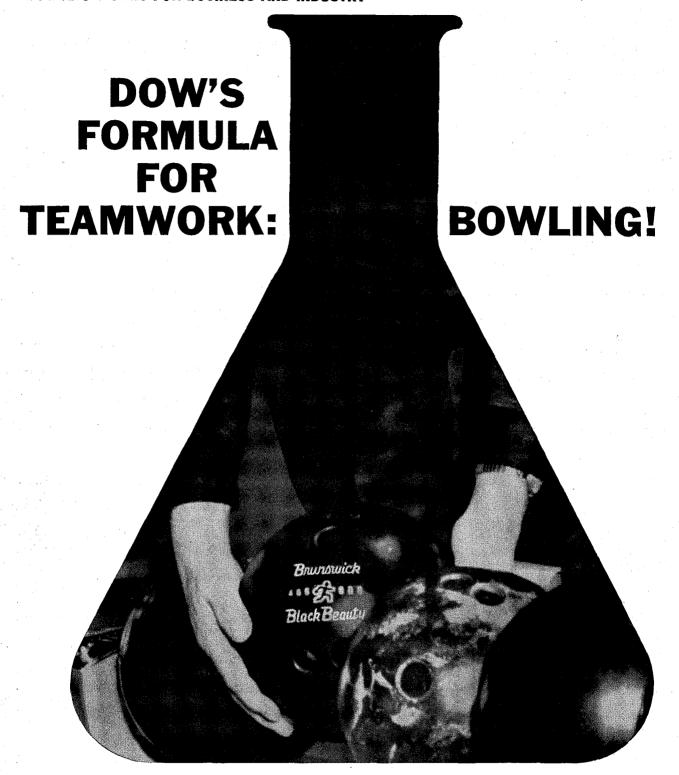
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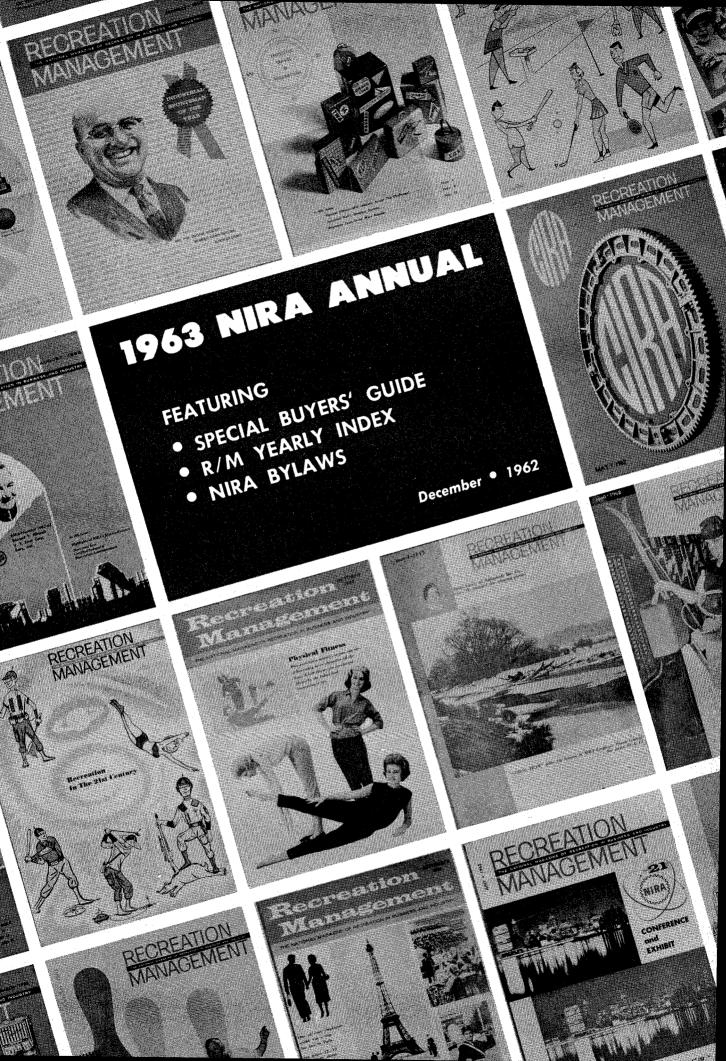
"Bowling is the best mixer of all our employee recreation activities and one of the best sports a company can support," reports Tom C. Kanary, Recreation Director at the Dow Chemical Company in Midland, Michigan.

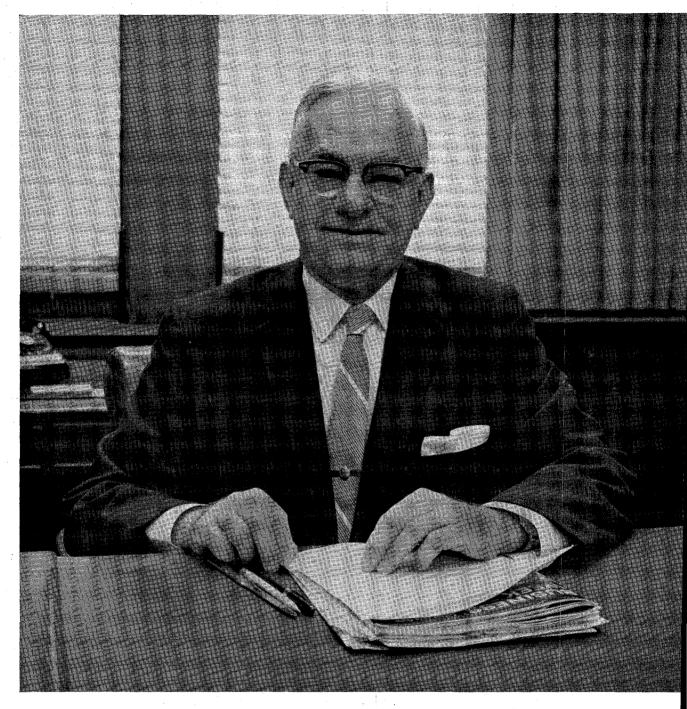
The figures show what he means: at Dow, one in every nine employees is a bowler. Dow leagues run fall and winter, with two annual tournaments in which more than 1000 employees participate. Included in the program is a noonhour league for shift workers and a Sunday league for couples. It's easy to see, bowling builds enthusiasm... a spirit of teamwork that carries over into everyday jobs. This makes for better employee relations year in and year

out. And, bowling is one of the least expensive company sponsored sports.

Put the spirit of teamwork to work in *your* compan For more information on how to organize bowling leagu activity, write the Brunswick Corporation, Recreation Department 11, 623 S. Wabash Ave., Chicago 5, Illinoi







"Bowling is one of our most popular, smoothest-running employee activities!"

says W. G. Boswell, V. P. of Industrial Relations, National Cash Register Company, Dayton, Ohio.

"NCR's employee turnover rate is one of the lowest in the industry. We feel that you can buy hand power and head power, but you have to earn heart power. And our comprehensive employee recreation program does this. Bowling ranks as a favorite sport in this program. Of 15,500 employees in our Dayton plant, at least 1,500 take part in 30 company bowling leagues. The program is easy to maintain...at low cost...using regular public lanes."



Get set for the fall league season <u>now</u>. Send for AMF's timely free copy of "Employee Bowling is Good Business." Write Dept. W.

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Volume 5, Number 12

As 1962 draws to a close, R/M wishes to thank its readers and advertisers for their support this past year. We hope that 1963 will be a prosperous one for each and every one of you. MERRY CHRISTMAS AND A HAPPY NEW YEAR!



RECREATION

THE NATIONAL MAGAZINE OF RECREATION IN BUSINESS AND INDUST

MANAGEMENT

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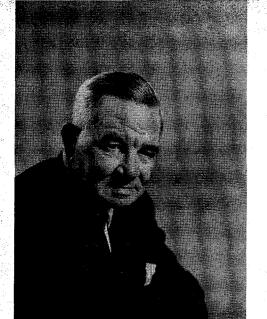
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The

President's Message

Merry Christmas and A Happy New Year

This is the time of the year when our thoughts center around the Christmas tree, our family and friends. The spirit of Christmas calls for fellowship and good cheer.

Christmas is primarily a happy time for all of us connected with recreation. There is the Holiday program planning, song fests, gift giving, and all the gaiety that comes with this joyous season.

A beautiful description of the meaning of Christmas comes from Emily M. Duvall. Her words are truly inspirational. She says it this way:

"Christmas is something more than a set of customs. Christmas stands for a way of life. Christmas is Christmas because it is founded on the heartfelt, soul-stirring belief in brotherhood and good will and peace on earth. Take these bases of our faith away and the common man loses his goal for fighting. Keep them alive, rekindle them in the lights and warmth of Christmas, and they burst forth anew in a glorious upsurging of courageous spirit that will win our peace.

"Christmas will mean more to the American family this year than ever before. Not more things, but more spirit. Not more panic, but more peace. Not more loneliness, but more morale. Not more show, but more depth.

"The American family will celebrate its Christmas with love and beauty and sensitive awareness—for it's that kind of Christmas that has meaning to the American family."

To me, Christmas also means reflection and meditation. Here it should be our intent to check our progress and then plan ahead with new vigor, looking forward to another successful year.

I want to thank all of you for giving me the privilege of serving you as president of your great Association. Our mission has been—and always will be—one of service to the thousands of dedicated industrial recreation administrators who constantly strive to give their company and their employees a finer program of recreation.

NIRA is sincerely grateful to the many thousands of it professional recreators—the industrial recreation adminitrators who devoted their time and energy not only to the company's recreation program, but also to Association activities throughout the year.

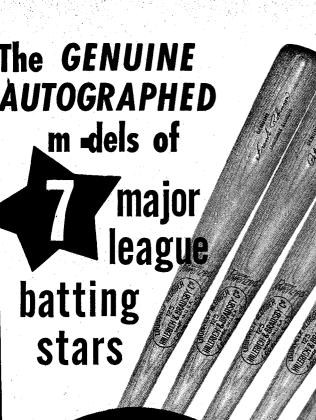
It seems opportune at this time to review our NIR program which brings together all phases of our industric recreation program, and to continue to improve our segurate activities at our respective industrial concerns.

Christmas is a time for giving and for receiving, an you can receive from NIRA all that you give to the Association. In the year ahead, we will all benefit from the exchange of ideas, new methods of recreation management and the renewal of old acquaintances at our meeting workshops, regional and national conference.

My sincere wishes to all of you very wonderful people for a most happy Holiday Season.

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Edward T. Mitche



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signs of the times...

DON'T CALL THAT DIRTY SO-AND-SO A "#*/X¼*!" It may be against the law. At least in Massachusetts, where the legislature is considering a bill designed to squelch abusive language directed toward participants in a sports event. If the bill is passed, it means that the more prolific spectators could end up paying a \$50 fine.

A NEW NAME FOR THE PONY LEAGUE. Now it's Boys Baseball, Inc. The name change stems primarily from growth. In recent years, the Colt League and the Junior Pony League were added to the organization, and league officials felt that a more all-inclusive name would be more appropriate. Meanwhile, the Board turned down a proposal to include 17 year old players in the Colt League.

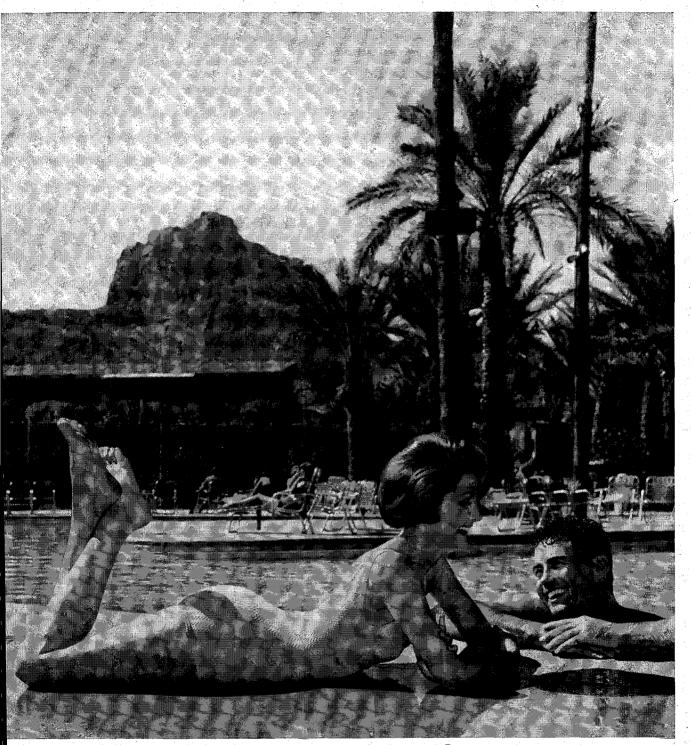
SPECIAL RECOGNITION FOR NONAGENARIAN BOWLERS. According to Charles Jahn, president of the U.S. Senior Bowling Association, his organization is offering an honorary membership to any bowler past 90 who is still active in an ABC or USSBA sanctioned league. "Being 78 myself," notes Mr. Jahn, "I marvel at the enthusiasm and vigor of the 90-year old bowlers. Some of them barely score over their age, but they have as much drive as many men half their age. Through special recognition, we hope to focus attention on the fact that age is not a factor in the enjoyment of bowling."

AN UNDERGRADUATE TRAINING PROGRAM IN RECREATIONAL MANAGEMENT. This is what a bowling manufacturer and a Big 10 university are promoting through an education course designed to develop a pool of management for bowling proprietorships. Brunswick is offering scholarships and fellowships for study at Michigan State University, and a number of lecturers from the company have appeared at the school.

AT 3:30 IN THE MORNING! What a time for lady employee to bowl a 287 game. Second shift bowling is popular at McDonnell Aircraft, where Bert Granville is recreation supervisor, and one of the activity's most enthusiastic boosters is Dottie Langston, who rolled her fabulous game in the wee hours of the morning after she finished her evening work. Bowling was also one of the highlights when McDonnell tied in with a full schedule of activities for the company's fifth observance of United Nations Day. Other events included golf, tennis, fishing derby for the youngsters, and a photo contest.

A FLYING HOLSTER is being used by United Airlines to simplify shippir firearms by air. This way, hunters can take their rifles and shotguns along with them as easily as they take a suitcase. Made by Olin Containers, the heavy corrugated cardboard container comes with sufficient paper wadding to keep firearms secure.

SKIERS' ACCIDENTS ARE SPECTACULAR—but the sport produces fewer accidents than other sports. At least this is the thinking of Dr. Irvin Hendryson, who bases his opinion on a study by the National Ski Patrol. Newer members of your ski club should take it easy—the accident rate drops with experience. The study shows that one out of five injuries is suffered by schussboomers who have been out on the slopes less than five times during the season. Other facts: there are some 4 injuries per 1,000 skiers; greatest frequency of injuries befalls those in the 13 to 21 year age group; skiers over 40 are careful—while they make up 7 per cent of the ski addicts, they account for only 3.5 per cent of the injuries.



More sun, more fun for the money on a TWA Sun Country Holiday

TWA has the right answer to the winter vacation question. A wonderful week in Arizona, 6 happy days in California or 4 days in Las Vegas. Every detail carefully, expertly arranged. One price includes hotels, sightseeing, and round-trip TWA jet Coach fare. Low, low 10% down payments and two years for the balance make it easy for anyone to go. Mail the coupon at right for *free* folders giving complete details.

IRANS WORLD AIRLINES, Inc. Dept. RCM-12 P. O. Box 25, Grand Central Station, N.Y. 17, N.Y.	Nationwide
Please sendSun Country folders to:	Worldwide depend on
Name	
Address	(TWA)
CityState	



"First couple lead to the right, circle four with all your might."

They call it a . . .

Square Duck Party!

Novelty programs such as a Square Duck Party have kept interest alive with a responding growth of square dance enthusiasts in the Kaiser Employees Recreation Association program over the past three and one-half years.

To qualify for the Square Duck Badge, according to the group in California who originated the idea, four couples or more must dance in a pool, tank, ocean, river, etc., under the direction of a qualified caller. The caller certifies the participants, and the sponsoring club awards the badges.

Such a party was sponsored the last week in August by the KERA Dudes and Dolls at the local swimming pool in Ravenswood, West Virginia. Couples from other clubs in the area joined in to qualify for the Fun Club Badge. Even though the evening that the Dudes and Dolls scheduled their "Duck" party was extremely cold for dancing in the water, over five squares turned out for the function.

There are a number of innovations to bring small and large groups together other than just for a regular square dance. Some of the Fun Club Badges that may be earned, with suggested requirements, are:

Idiot's Badge—Four couples or more, dressed in pajamas, must awaken a caller and have him call a square for them (without notice).

Stinker's Badge—Four or more couples dance to called records.

Traveller's Badge—Any number—must have traveled 1,000 miles dancing along the way OR have the signature of ten callers they have danced to.

Night Owl's Badge—Four couples or more dance more or less all night.

Racoon's Badge—Four or more couples travel at least 100 miles to a dance and get home after 3:00 a.m.

Dancing Grandparents' Badge—Any number, but must have grandchildren (living proof that square dancing keeps one young).

Jailbird's Badge—A hard-to-get badge that requires four or more couples dancing behind locked bars. (Got a goodnatured sheriff?)

Square dancing in the KERA program began in March, 1959, at the request of Charles "Slim" Hall, a sheet metal worker. He agreed to instruct, free of charge, all who were

by
Roy "Pop" Ellington
Recreation Counselor
Kaiser Aluminum & Chemical
Ravenswood, West Virginia



interested. From a meager beginning of four couples for the first class, "Slim" has put over 200 KERA member through 16 weeks of basic instruction.

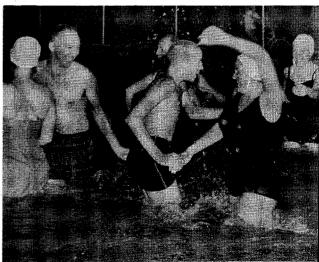
For this instructional program, KERA, Inc., has onl furnished the facility in which to meet and less than \$25 year for records, diplomas and badges. Response to th square dance classes outgrew the association's club facility KERA House, after the first class. The largest available public hall in Ravenswood had to be rented to service th 40 to 60 people who registered for the adult classes. Currently, there are six square, 48 participants, engaged in the series of basic instruction sessions.

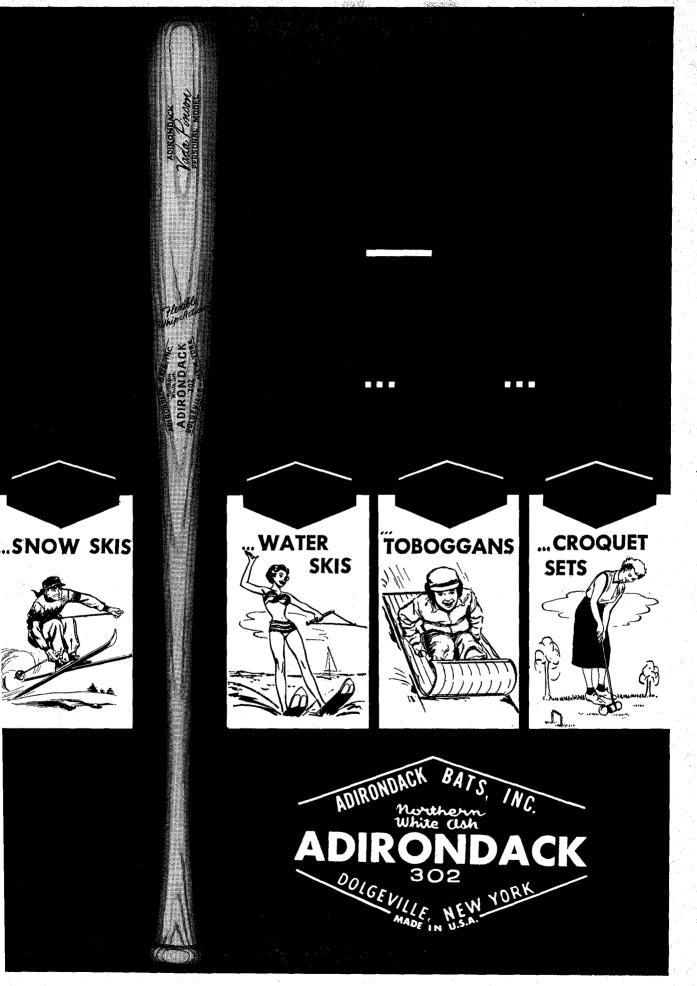
Before a couple is eligible to become a member of the club, they have to present a diploma awarded either through the local program or from some other locality showing that beginners' course in Western Style Squar Dancing has been attended for a period of 16 sessions, and that the participants have acquired skills commensurate with normal basic instruction.

The club holds two meetings monthly for fun dancir and learning new calls. Additional programs are held intervals at which all Western Style Dance Clubs in the surrounding areas are invited to participate. Big nan callers are brought in. Parties are planned for the enticlub—at least those who are on feasible work shifts—to gas a group to other clubs' functions. Social parties KERA House, picnics in the recreation area, and small get togethers in the homes of club members always windwith an hour or two of dancing.

The Kaiser Employees Recreation Association's squa dance program is indicative of what can be done whonly one individual, such as "Slim" Hall, has the enthus asm, energy, organizational ability and the instruction know-how to initiate a wholesome family participated activity in an industrial program.

"Do-sa the corner girl, and give your own a pretty little whir





INDUSTRY'S **CHAMPIONS** OF 1962

For their outstanding achievements in industrial recreation this past year, R/M salutes these champions who excelled in national as well as regional competition.

Helms Industrial Recreation Award

NATIONAL & CLASS D WINNER: more than 10,000 employees General Dynamics/Fort Worth, Fort Worth, Tex. (T. G. Croft)

CLASS A: 501 to 1,000 employees Faultless Rubber Co., Ashland, O. (Howard Honaker)

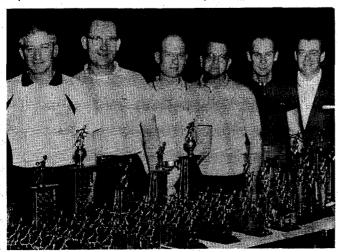
CLASS B: 1,001 to 5,000 employees Kaiser Industries Corp., Oakland, Calif. (Vern Peak)

CLASS C: 5,001 to 10,000 employees Equitable Life Assurance Society, New York City (Dave Chapin)

National Industrial Bowling Tournament TEAM LEADERS

Open Division	Eight game total
Ford Motor #1, Dearborn, Mich.	3944-3936—7880
Pittsburgh Plate Glass #1, Barberton, O.	3824-3672—7496
Whirlpool #1, St. Joseph, Mich.	3741-37267467
U. S. Steel Goodfellow Club #1, Gary, Ind.	3699-37517450
Goodyear Tire & Rubber, Akron, O.	3686-37 <i>5</i> 77443
Studebaker #1, South Bend, Ind.	3785-36537438

NIRA Bowling Champs (Open Div.) Ford Motor Team #1: Steve Vargo, Ray Benson, Ken West, Jack Frost, Lou Haydu, Capt. Bob Varos.





NIRA's Fishing Champion Helen Worman, of Motorola, and .22 Rif Champion Ed Summers, of Goodyear, show proof of their skills.

Motorola #1, Chicago, III. IBM, Rochester, Minn. Whirlpool #2, St. Joseph, Mich. Pittsburgh Plate Glass #2, Barberton, O. Babcock & Wilcox, Barberton, O. Timken Roller Bearing, Canton, O. B. F. Goodrich, Akron, O. U. S. Steel Goodfellow Club #2, Gary, Ind. Whirlpool Engineering, St. Joseph, Mich.

Industrial Division

Ford Motor, Tractor Div. #2, Highland Park, Mich. U. S. Steel Sheet & Tin Mill #2, Gary, Ind. Ford Motor Engineering, Dearborn, Mich. Babcock & Wilcox, Barberton, O. Woodall Industries, Detroit, Mich. Oscar Mayer, Madison, Wis. Gast Manufacturing, Benton Harbor, Mich. Ford Motor, Tractor Div. #1, Highland Park, Mich. Ball Brothers #2, St. Joseph, Mich. Ball Brothers #1, St. Joseph, Mich.

INDIVIDUAL LEADERS

Steve Vargo, Ford Motor #1 Lou Haydu, Ford Motor #1 Mike Graybill, Ford Motor Tractor Div. #2 Oscar Suarez, Timken Roller Bearing Bob Hall, Motorola

NIRA-NRA Postal Shooting Matches

TEAM LEADERS

.22 Rifle

General Electric Activities Assoc. Rifle Club Team #1, Erie, Pa. Ford Motor Company Team #1, Dearborn, Mich. Goodyear Zeppelin Rifle Team #1, Akron, O. Lockheed ERC Rifle Team #1, Sunnyvale, Calif.

IBM Pistol & Rifle Club Team #1, Poughkeepsie, N. Y. Winchester Gun Club Team #1, Branford, Conn. Lockheed Employee Recreation Club Team #1, Sunnyvale, Calif. Kodak Park Athletic Assoc. Pistol Club Team #1, Rochester, N. Y.

Lockheed ERC Rifle & Pistol Club Team #1, Sunnyvale, Calif.

INDIVIDUAL LEADERS

.22 Rifle

W. E. Summers, Goodyear Tire & Rubber Co., Akron, O. Andrew Pierce, General Electric Co., Erie, Pa. James Carter, Lockheed Missiles & Space Co., Santa Cruz, Calif. Lyle Gifford, General Electric Co., Wattsburg, Pa Henry Woltman, Minnesota Mining & Mfg. Co., St. Paul, Minn.

3618-3736 3466-3861-3587-3734 3697-3589-

-72

3824-3541-

3550-3806-

3719-3688---740 3686-3707-

3534-3720-Eight game tot

3628-3772-3712-3451-3641-3509-3476-3630-3555-3512-3440-3526-3387-3523--69

3392-3464---68 3316-3358-

3177-3244-

• CONTROL • CONT	
N. Bowers, Lockheed Georgia Co., Smyrna, Ga.	191
yd Hummert, Lockheed Missile & Space Co., Santa Clara, Calif.	186
W. Pettibone, Lockheed Missile & Space Co., Santa Clara, Calif.	183
pert Oentel, Olin Mathieson, Northford, Conn.	183
nald Bocksruker, North American Aviation, Inglewood, Calif.	183
2 Pistol	
1 Pettibone, Lockheed Missile & Space Co., Santa Clara, Calif.	196
hard Walz, Lockheed Missile & Space Co., Sunnyvale, Calif.	195

RA-AFTMA Postal Fishing Contest

ILFISH-ALL-SPECIES WINNER-118 LBS. Helen Worman, Motoola, Chicago, III.

otted Weakfish-6 lb. 15 oz. Arthur E. Beeler, The Martin Co., Orlando, Fla.

under-6 lb. 8 oz. John Weston, Bell Telephone Lab., Whippany, N. J. efish—5 lb. 12 oz. Nancy Kuhl, Bell Telephone Lab.

iped Bass—4 lb. 3 oz. Vernon S. Taylor, Bell Telephone Lab. nito (Albacore)—23 lb. 10 oz. Walter M. Tsuda, Motorola, Culver ity, Calif.

antic Sailfish-45 lb. Bentley Chilson, The Martin Co., Orlando, Fla. pon—123 lb. Armon Pope, The Martin Co. |phin—26 lb. 4 oz. W. H. Cook, The Martin Co.

ok Trout—1 lb. 8 oz. Fred Hosmer, R. R. Donnelley, Chicago, III. nbow Trout—11 lb. 10 oz. Jack E. Davis, The Boeing Co., Seattle, Vash.

ke Trout—25 lb. Edward J. Polainer, Motorola, Chicago, Ill. gemouth Bass—11 ib. 4 oz. Clyde Outlaw, Jr., Martin Co. allmouth Bass—4 lb. 2 oz. John Podtasek, R. R. Donnelley. skellunge—30 lb. T. A. Hansen, Minnesota Mining & Mfg., St. Paul, hinn. Breaks previous NIRA record of 23 lb.

rthern Pike-18 lb. 10 oz. Chester M. Bogal, Motorola, Chicago, III. **ileye—12 lb. 4 oz.** John Vaicik, R. R. Donnelley. **egili—2 lb.** John Woodard, ARO, Inc., Tullahoma, Tenn.

ppie--2 lb. 4 oz. Everett Miller, Guide Lamp Div., GMC, Chesterfield,

low Perch—2 lb. 2 oz. William Hoerrmann, R. R. Donnelley.

dwest Industrial Golf Championships M LEADERS

ision A	36-hole	score
ght-Patterson #1, Dayton, O.		628
dyear Tire & Rubber Co., Akron, O.		630
tinghouse Electric, Mansfield, O.		631
. Steel Gary Sheet & Tin #1, Gary, Ind.		640
Gregor Co., Cincinnati, O.		640
mpson Ramo Wooldridge, Inc., Cleveland, O.		640
pht-Patterson #2, Dayton, O.		640
nce Machine, Alliance, O.		643
onal Cash Register #1, Dayton, O.		643
nastown Sheet & Tube, East Chicago, Ind.		643

A Rifle Team Champs from General Electric Rifle Club: Andy ce, Jim Jones, Earl Peebles, Lyle Gifford, alt. Francis Drabic.





National Baseball Congress Champs: the industrially-sponsored Wichita, Kansas, Rapid Transit Dreamliners display their trophy.

·	
Division B	36-hole score
Champion Paper #1, Hamilton, O.	647
Allis-Chalmers, Harvey, III.	659
Dayton Power & Light #1, Dayton, O.	664
Inland Manufacturing #1, Dayton, O.	664
Ampco Metal, Milwaukee, Wis.	670
Argonne National Lab #1, Argonne, III.	671
Vascoloy-Ramet Corp., Waukegan, III.	676
Fansteel Metallurgical #1, North Chicago, III.	679
National Cash Register #2, Dayton, O.	682
U. S. Steel Gary Sheet & Tin #2, Gary, Ind.	687
Division C	36-hole score
Champion Paper #2, Hamilton, O.	695
Fansteel Metallurgical, North Chicago, Ill.	704
The Budd Co., Gary, Ind.	705
Sunbeam Corp., Chicago, III.	706
Keystone Steel & Wire, Peoria, III.	708
Tait Mfg. Co., Dayton, O.	715
National Homes #2, Lafayette, Ind.	716
Fairfield Mfg. Co. #1, Lafayette, Ind.	723
Allied Paper, Kalamazoo, Mich.	728
Argonne National Lab. #2, Argonne, III.	734
INDIVIDUAL LEADERS	
Division A	36-hole score
Merle Ashton, Goodyear Tire & Rubber, Akron, O.	150
Robert Murray, Wright-Patterson #1, Dayton, O.	151
Joseph Urso, Mosler Safe #1, Hamilton, O.	151
Thomas Wagner, Armco Steel #1, Middletown, O.	152
Bernie Davis, MacGregor Co., Cincinnati, O.	153
Carl Kushin, Westinghouse Electric, Mansfield, O.	153
Division B	36-hole score
J. Babnik, Vascoloy-Ramet Corp., Waukegan, III.	157
Nick Massarelli, Champion Paper # 1, Hamilton, O.	158
Jerry Caravana, Gary Sheet & Tin #2, Gary, Ind.	159
John Ritzert, National Cash Register #2, Dayton, O.	159
George Roberts, Allis-Chalmers, Harvey, III.	160
James McRoberts, Champion Paper #1, Hamilton, O.	160
Division C	36-hole score
Cliff Reckers, Champion Paper #2, Hamilton, O.	167
Ed Miller, The Budd Co., Gary, Ind.	168
Robert Tesmer, Western Electric #2, Solon, O.	171
James Young, Dayton Power & Light, Dayton, O. Charles Engledow, Fairfield Mfg. Co. #1, Lafayette, Ind.	172
Robert Hutchison, Dayton Power & Light #1, Dayton, O.	173
	173
Management Division	18-hole score
Pete Zeides, Westinghouse Electric, Mansfield, O.	75
Lou Binette, Wyman-Gordon Co., Harvey, III.	78



Trap Shoot Champs—Olin's Westerner Club: Bob Burress, C. E. Becker, Ebert Becker, Warren Gansmann, Pete Vallino, Les Arbuthnot.

Continued from previous page

Robert Tews, Ampco, Milwaukee, Wis.

Armco National Industrial Trapshoot TEAM LEADERS

Olin Mathieson, Westerner Club, East Al	ton, III.	
Olin Mathieson, New Haven, Conn.		
McCall Corp. #1, Dayton, O.		
Frigidaire Div. #1, Dayton, O.		
Delco Products Div. #5, Dayton, O.	. ,	
Production Plating Works, Lebanon, O.		
Remington Arms Co., Bridgeport, Conn.		
Armco Steel Corp. #1, Middletown, O.		
IBM Corp. #1. Greencastle, Ind.		

Joseph E. Seagram & Sons #1, Lawrenceburg, Ind.
National Cash Register #2, Dayton, O.
National Lead Co. #1, Cincinnati, O.
Metal Products Div., Armco Steel #1, Washington Court House, O.
National Cash Register #1, Dayton, O.
Cincinnati Shaper Co. #1, Cincinnati, O.
Wright-Patterson Air Force Base #1, Dayton, O.
American Oil Co. #1, Whiting, Ind.
Delco Moraine Products Div. #1, Dayton, O.
Frigidaire Div. #3, Dayton, O.
Inland Manufacturing Div. #1, Dayton, O.
Owens-Illinois Glass Co., Godfrey, Ill.

INDIVIDUAL LEADERS

Ed Johnson, Frigidaire Div. #1, Dayton, O. Don Bertier, Owens-Illinois, Godfrey, III. Warren Gansmann, Westerner Club, East Alton, III.

Dayton Journal-Herald Bowling Tournament TEAM CO-CHAMPIONS

Torrington Company, South Bend, Ind. Kroger Ordermen, Louisville, Ky.

World Softball Championships INDUSTRIAL SLOW PITCH

Tirabassi Excavators, Kenosha, Wis., defeated Allen-Bradley, Milwauk Wis.

MEN'S FAST PITCH

Score

234x113 234x102

233x113

233×107 232

231

230

230

Clearwater, Fla., Bombers defeated Raybestos Cardinals, Stratford, Co

WOMEN'S FAST PITCH

Lionettes, Orange, Calif., defeated Gold Sox, Whittier, Calif.

National Championship Baseball Tournament TEAM CHAMPIONS

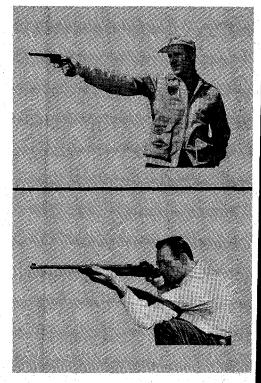
Wichita, Kansas, Rapid Transit Dreamliners defeated Fairbanks, Alas Goldpanners.

SHOOTING IS FUN!

For a safe recreational activity both relaxing and challenging, join the 250 Industrial Clubs now conducting shooting leagues and matches. Complete step-by-step information on how to get started with a National Rifle Association shooting program is available by writing to the address below.

You will receive literature explaining how to organize, plan for a range, obtain equipment, certify instructors, initiate programs and issue awards.

Shooting is one of the few sports in which both men and women can participate on an equal basis. Through leagues, tournaments, qualification programs and practice matches, employees can enjoy year 'round shooting fun.



NATIONAL RIFLE ASSOCIATION

1600 RHODE ISLAND AVE., N.W.

WASHINGTON 6, D.C.

LEADING THE WAY TO MORE SPORTS AND RECREATION IN AMERICA

HLETIC INSTITUTE

The Athletic Institute is devoted to the advancement of athletics, physical education and recreation.

Below are the organizations, which, through their financial support, make possible the non-profit programs of the Athletic Institute.

Adirondack Bats, Inc.
Albany Felt Company
American Bitumuls & Asphalt Co.
American Gut String Mfg. Co.
American Playground Device Co.
American Thread Company
American Trampoline Co.
Asbaway
Products. Inc. American Trampoline Co. Ashaway Products, Inc. The Athletic Journal Atlas Athletic Equipment Co.

Bancroft Sporting Goods Co. The Bike Web Company Tom Broderick Co. Brunswick Corp.

Cainap Tanning Company Caron Spinning Company Carron Net Company Charles F. Clark, Inc. Coach and Athlete Samuel Coane Samuel Counce Converse Rubber Company Cook Specialty Company Cosom Corporation
Charles O. Cox Corp. The Cramer Chemical Co.

0

John B. Davidson Woolen Mills Dayton Racquet Co. J. deBeer & Son Denkert, Inc. Dixie Mercerizing Co. Dodge, Inc. J. A. Dubow Mfg. Co. Dunlop Tire & Rubber Corp.

Essex Rubber Co.

Farson, Huff, and Northlich F. C. Feise Co. Felco Athletic Wear Co. The Fish Net and Twine Co. S. B. Foot Tanning Co. Franklin Manufacturing Co., Inc.

The General Athletic Products Co. General Sportcraft Co. Ltd. The Harry Gill Co. Golfdom

Rubatex Div. Great American Industries, Inc. Gunnison Bros. Inc.

Hanna Manufacturing Co. Harvard Specialty Mfg. Co. H. Harwood & Sons n. Harwood & Sons Hillerich & Bradsby Co. Hoffmann-Stafford Tanning Co. Hutchinson Bros. Leather Co. Mutchinson pros. Leath Hyde Athletic Shoe Co.

The Ivory System

Jayfro Athletic Supply Co. J. B. Athletic Shoe Company The Johnstown Knitting Mill Co. Joyal-Van Dale, Inc.

Arthur Kahn Co., Inc.

Lamkin Leather Co. The Linen Thread Co., Inc.

The MacGregor Co. Marba, Inc. Marshall Clothing Mfg. Co. Master-Krete Inc. The Mentor

National Bowling Council National Sporting Goods Assn., representing all its sporting goods members National Sports Co. Nelson Knitting Co. Nissen Medart Corp. Nocona Leather Goods Co. Nonpareil Div. of The Gared Corp. National Sports Co.

Ben Pearson, Inc.
Pennsylvania Athletic Products
Pennsylvania Sporting Goods Co.
Pennsylvania F. C. Phillips, Inc.
Plymouth Golf Ball Co. Post Manufacturing Co.

Powers Manufacturing Co. Premier Athletic Products Corp. Rawlings Sporting Goods Co. Rawlings Sporting Goods Co. Recreation Equipment Corp. Red Fox Mfg. Co., Div. of Red Cullum & Boren

Regent Sports Co. Regent Sports Co. Charles A. Richardson, Inc. John T. Riddell, Inc. Rockford Textile Mills, Inc. KOCKTORA TEXTUE MILLS, I A. H. ROSS & Sons Inc. F. Rulison & Sons, Inc. Russell Southern Co., Div. of Russell Mills

Sand Knitting Mills Co. Scholastic Coach Scholastic Magazines, Inc. Scoremaster Co. Scott Port-A-Fold, Inc. The Seamless Rubber Co. Sears Roebuck & Co. Sears Koepuck & Co. Selling Sporting Goods Ed W. Simon Co. William Skinner & Sons William Skinner & 30113 Southland Athletic Mfg., Co. Southland Athletic Mrg., Co. A. G. Spalding & Bros., Inc. Sporting Arms & Ammunition Mrs. Institute

Mrrs. Institute
The Sporting Goods Dealer
The Sporting Goods For
Sporting Goods Products
The Sporting News Sports Age Sports Illustrated Stall & Dean Mfg. Co. Stowe-Woodward, Inc.

Tober Baseball Mfg. Co. Tru-Bounce Inc.

United States Rubber Co. Victor Sports, Inc.

W. J. Voit Rubber Corp. Western Sporting Goods Review Weyerhauser Company, Boxboard and Folding Carton Division Wheaties Sports Federation Wilson Sporting Goods Company

Wigwam Mills, Inc. Yarrington Mills Corporation

Besides the above, The Athletic Institute has an associate membership comprised of a number of sporting goods dealers, geographically spread throughout the United States.

515 employees enjoy a diversified program at Faultless Rubber Co., winner of Class A competition.

At this firm, as with many others, industrial recreation represents . . .



At Faultless Rubber Co., Ashland, O., a fine relationship exists between management and employees, and between the company and the union.

Undoubtedly there are several factors which have served to build these healthy and profitable relationships. But one in particular is worthy of special mention, according to Robert W. Nickels, executive vice president.

"I can assure you that we of management believe that our recreation program contributes heavily to this fine relationship," he told a group of leading recreation people at the Industrial Recreation Conference held earlier this year in Worcester, Mass. (see "Top Management Speaks," July, 1962, page 6).

In praising the industrial recreation program that Faultless offers its employees, Mr. Nickels does not exaggerate its value to the company. He explains that the program has helped to attract some fine men to the organization, and that the program has contributed materially to the com-

Happy young lady holds tight to the bag of candy and toys she received from Santa Claus at the annual Children's Christmas Party.



A Boon To Management

pany's very low rate of personnel turnover.

In winning the Helms Class A Award for the secon straight year (the classification includes all compani which employ from 501 to 1,000 people), Faultless coupoint to a tremendous growth of its entire program.

According to Howard Honaker, C.I.R.A., recreation of rector, the overall program has been increasing in site each year.

"But in 1961 we had the biggest increase ever," he not "It's hard to point to any one factor, but I'm inclined believe that winning the Helms Award in our division lyear had a lot to do with it."

Mr. Honaker reports that the largest increase has be in the company's bowling program, where more than per cent of the employees participated last season. hopes to see the figure up to 50 per cent this year.

Other highlights from the past year include the copany's first archery tournament, which proved so succeful that it was followed by the chartering of an archerlub.

"We also had our first Red Cross First Aid Course at a recreation building for our employees," discloses Mr. Ho ker. "Interest was so great that we had to hold two cours These were taught by our own employees, and went of so well that we plan to branch out further into other fie with this type of activity."

In softball and Little League, Faultless did itself pro

Production department employees enjoy a hearty feast at the Christ Party. As with most companies, it's a highlight at Faultless.



Howard Honaker C.I.R.A. Recreation Director



ne company's team won the Ohio ASA Sixth District nampionship in 1961 and finished sixth in state competition. Then, to increase softball interest in the area, Mr. conaker and other company officials worked with the city bring the '62 State Softball Tournament to Ashland. The Little League field in Ashland is built on land donated as Faultless. Naturally, the company is proud of the Little League team it sponsors, which won the city championship 1961.

The recreation program at Faultless is company-sponred, with revenue coming from company donations, vendg machine profits, bowling fees, and building rental. The mpany furnishes labor and materials for upkeep of the creation building. All employees are members of the sociation, and everyone and their families are encoured to participate in activities. No dues are charged.

The Association is run by Mr. Honaker and his assistant, alle the employees elect officers who assist in running the mpany's many activities. A budget is set up each year each activity, while funds are allocated on the basis participation.

For indoor activities, the company has its own recreation ilding which contains four bowling lanes, two billiard les, ping pong table, television room, kitchen, banquet ll, locker room facilities with showers for both male and nale employees, and an exercise room with steam bath, addition to areas for card and table games, and other

iards is a popular recreation activity which gives employees an ortunity to relax and enjoy their leisure time at Faultless.



activities.

At the present time, a company-owned softball diamond and other outdoor recreation facilities are only in the "talking" stage. And the dream may well become a reality in the future. Meanwhile, there's not much of a problem, since the city of Ashland permits those who work at Faultless to use the municipal diamonds, tennis courts, horseshoe pits, archery range, badminton, croquet, and basketball courts.

Faultless' wide range of athletic, cultural, and social activities leaves little to be desired, which explains the high degree of participation in the company's recreation program. In addition to those activities mentioned, employees can take advantage of special Holiday parties, parties for children and grandchildren, and Service Award banquets. And there's a Mutual Benefit Society which serves the company, its people, and the community by loaning money to needy employees—without interest!

Among the many special services rendered to employees, there's the Red Cross Blood Bank program, the United Appeal drive, a ticket service, guide services for factory tours, magazine service, U. S. Savings Bonds program. Faultless also renders a special service to Ashland, which in a way reciprocates for the use of recreation facilities which the city allows company employees. Since Ashland does not employ a recreation director, the Faultless recreation staff serves in an advisory capacity to the city on recreation activities.

Faultless' industrial recreation program offers more to the company employees than a healthful and positive way to use their leisure hours in a constructive manner. The program has proven vital in a public relations sense, both internally and externally. Industrial recreation has materially benefited the company, the employees, and the city of Ashland.

Moreover, management interest in the recreation program is more than one of financial return. There's a personal interest, too.

Mr. Nickels even suggests that if you happen to be in Ashland some evening next summer when the ball team is playing, "come out to Brookside Park Field where we will introduce you personally to practically everyone of the management group, many of them with their families."

And he really means it.

Archers compete in the company's first tournament. Held earlier this year, it proved successful. Archery club was soon formed.





Chuck Bloedorn

A Goodwill Tour Of The Far East

The Akron Goodyears are on a two-month exhibition tour, competing against the best teams from nine different nations. As the trip passes the halfway mark, Charles Bloedorn, director of recreation, continues to record his observations. Highlights from his letters appear below.

These will be concluded next month.

October 27, 1962

Won another game from the Philippine National Team by a score of 69 to 65. This was a real thriller, and won in the last half-minute. 13,000 saw the game.

Visited the Boy Scouts at their camping spot just outside Manila. Our troop is doing very well.

October 28, 1962

Suffered our first loss by a score of 72 to 52 to the Philippine National Team before 15,000 fans. It was another rough game. We didn't play too well—and they had a real good night. We were due for a bad night.

October 29, 1962

Took an early plane to Cebu, Philippines this morning. Boy! It's really hot here. We are very close to the equator. You really must get some rest in the afternoon, as one is really tired from the heat and humidity.

Lost our second in a row to the C.Y.O. Paint Co., the best industrial team in the Philippines. They were very good, and beat us 68 to 57. I guess the heat got us. It was 81 in the gym. It was a well-played, clean game but our boys were tired from playing four nights in a row and travelling.

October 30, 1962

On our way to Bangkok. Will not visit Cambodia at all. Left Cebu, Philippines early this morning for Manila, where we had a farewell luncheon at a Chinese restaurant. They enjoyed our visit and were sorry to see us go. We feel that they are the best team we have faced in the Near East and Far East as well.

Flew to Bangkok. Had a good breakfast at the hotel, and then all of us went sightseeing. Visited the Marble Temple and Golden Buddha. We all had to take off our shoes before we entered the Temple. It was a beautiful place, with a section reserved for the people to worship right in front of the Buddha.

Won our first game in Bangkok by a score of 90 to 50, before 4,000 enthusiastic fans. Played Thammasal University, the biggest school in Thialand. They are very small but quick, and can shoot well.

These people are very polite and always smiling. Thailand is called "The Land of Smiles," and it is very evident. Before the game each team circles the middle of the court and bows to the audience. After the game, a dignitary places flowers over each player on both teams, and over the referees as well. Very impressive, and an old Thailand custom. The ceremonies are a big part of the contest, and

are taken very seriously.

WHEN A FOUL IS COMMITTED DURING A GAM THE OFFENDER ALWAYS APOLOGIZES TO HIS O PONENT AND SHAKES HIS HAND.

October 31, 1962

Woke up early, and the whole team went to see the Floating Market. Hundreds of boats all sizes congregated along the river with their wares (mostly fruits and vegetables) to sell. We took a 2½ hour boat ride up the river

Many of the people were swimming in the river, brus ing their teeth in the same water, and drinking it as we All the children wave to you as your boat goes by, and th love to have their pictures taken.

You see very little arguing and bickering among t children. They are very well behaved, and so friendly.

November 1, 1962

Attended a dinner in our honor last night given by the Thailand Basketball Federation. Had excellent entertament in the way of an orchestra, singers, and dance (Thailand style).

Have had a number of discussions with members of the Basketball Federation in many countries in the Near at Far East. I'M MORE AND MORE CONVINCED THE ANOTHER CLASSIFICATION SHOULD BE ADAPTION THE OLYMPICS—COMPETITION FOR BASKET BALL PLAYERS 6 FT. AND UNDER. ANOTHER GOLYMPICS—COMPETITION FOR BASKET BALL PLAYERS 6 FT. AND UNDER. ANOTHER GOLYMPICS—COMPETITION FOR BASKET BALL PLAYERS 6 FT. AND UNDER. ANOTHER GOLYMPICS—COMPETITION THE WINNERS OF THIS GROUP.

Of course, the United States could field a pretty go club, too, in that classification—and what an incentive our small players in the States. Will bring it up at our n Olympic Basketball Selection Committee Meeting.

November 2, 1962

This morning we visited the School of Agriculture, a silk factory. The silk factory produces nothing but per cent pure Thailand silk. Most of the production wis done by girls and women.

We see many Thailand women swinging picks and shels in construction gangs, in temperatures of 90 to 95 grees. These women are very strong and agile, and kright up with the men.

Won our 7th game against 2 losses, beating the Poteam which is the best team in Bangkok. Won by a so of 74 to 55 before 3,000 fans. The Thai's are excell shots and pace the ball well, but are short and aren't v good defensively.

ovember 3, 1962

Played our last game against the Thai's. Beat them 94 63. It was the National team and we played before 500 fans. Ambassador Young and his family saw the me. He was interested in our team, company, and traing program, and asked many questions about our policies.

ovember 4, 1962

Have won 8 and lost 2 as of this date. Have played to me 89,000 fans in our first 10 games—an average of ound 9,000 a game. You can see basketball is very popur in the Orient. Clinics have been well-attended, and these cople are anxious to learn how to play basketball. We are ving them some help, and especially trying to teach the paches and younger players.

Saw some Thai boxing this evening. The boxers here se their feet and elbows as well as their gloves. This is the aly country in the world where these methods are used in

xing.

ovember 6, 1962

Had a wonderful day at Bang Saen which is about 95 iles south of Bangkok. Left early in the morning by bus id arrived in time for lunch. Had a good chance to see ce plantations, bananas, coconuts, the fishing and silk dustry.

Conducted an exhibition and clinic at the Teachers raining College in Bang Saen. These people never get uch of a chance to see anything, and really got a big kick it of our performance.

ovember 7, 1962

At last, a full day of leisure. We have been kept busy, in the boys appreciate this. Some of the boys played golf; hers of us visited the zoo and had our picture taken ding on an elephant.

Also visited the national headquarters of scouting in hailand. It used to be that scouting was compulsory in hailand, but not anymore. They have Cub and Boy outs only. Looking into the possibility of organizing over Scouts, which would be equivalent to our Explorers. he girls belong to the Red Cross group instead of Girl routs

ovember 8, 1962

Some of the boys did some shopping at the "Thieves arket." It certainly is named right. You can really barin. Won our 9th game by a score of 85 to 38 before 000 fans. Defeated an All-Star team from the Province Thailand.

ovember 9, 1962

Up early this morning, making arrangements to leave

ingkok for Kuala Lumphur.

Had a 2-hour flight, and was greeted at the airport by a rge delegation of people. While the team went to the tel, Hank and I had a press conference right at the airt with the radio and newspapermen.

bvember 10, 1962

All of us had a meeting with the state department offiils regarding the "do's and don'ts" in Malaya.

After lunch I handled some business and letter-writing, d then the boys played their first game in Malaya. Deted their National Team 99 to 58 before a crowd of 3,000. The team we played was very good but small.

November 11, 1962

Went to church this morning. The minister invited Jesse Williams and me over for coffee and cake. Met many Australians and Englishmen.

Kuala Lumphur is a beautiful city surrounded by hills, trees, flowers, and green grass. Will play four games in the next five days all around the country of Malaya.

November 12, 1962

Won our 11th game defeating the Negri Sembilan State All Star team by a score of 102-76 before a capacity crowd of 2,500. Played our first game in an outdoor lighted court. Again we played a 10-minute demonstration game before our regular contest. People enjoy this and it acts as a good warm-up for the boys.

November 13, 1962

Some of us visited a rubber plantation this morning. A native woman showed me how to tap a rubber tree. Also visited Malaya University.

Attended a reception at Ambassador Baldwin's home. About 100 people attended. Before the reception, the boys conducted a basketball clinic for 150 C. E. teachers from Malaya University.

November 14, 1962

Ipoh is a very small city in Malaya and is surrounded by hills. Reminds you somewhat of Florida with its palm, banana and coconut trees.

Would rate the Philippines and Chinese (Formosa) best so far in basketball. Thailand and Malaya are about even. They are all small, but very quick. Expert shooters and passers but lack height and don't play good defense. They also need coaching on offensive patterns and this is something Hank and the boys work on when they conduct clinics.

They try to play under you, and at times do very well. The one thing they can do well is shoot from out, and drive under the basket. They could give many teams in the states a lesson on passing.

Won our 12th game by a score of 91-32, defeating an All-Star team from Ipoh. Played outdoors again before a capacity crowd of 3,000. They turned away hundreds of fans, but many watched from trees, buildings and on the sides of hills. It rained during the game, and we had to stop twice but managed to finish in a down-pour.

Fast and furious action in a past game against Phillips "66" team.



Contract Bridge—Industry's Most Popular Card Game

NIRA plans industry-wide tournament in the spring

Contract Bridge is the most popular card game in industrial recreation programs.

This fact highlights a recent survey of NIRA member companies. Conducted by the Association of American Playing Card Manufacturers in conjunction with the National Industrial Recreation Association, the survey shows that card playing is one of the best-liked (and inexpensive) forms of recreation activity.

One of the immediate results of the study, which drew responses from more than 300 administrators in the United States and Canada, is an industry-wide Duplicate Bridge Tournament planned by NIRA for this coming spring. Details on this tournament will be carried in the January issue of Recreation Management.

The survey also shows that more

than half (58 per cent) of companies with industrial recreation programs include card playing as part of their programs.

After Contract Bridge, Pinochle, Gin Rummy, Euchre and Cribbage round out the five most popular card games which employees use to good leisure time advantage.

According to the survey, 96 of the companies which responded have Bridge Clubs, and 95 companies currently conduct Bridge, Pinochle, Euchre, or other card tournaments.

Sixty-eight industrial recreation directors replying to the survey indicated that their companies would be interested in playing in a National Industrial Duplicate Bridge Tournament.

In ranking the card games played most often by their employees, recreation directors were asked in the survey to indicate the degree of popularity on a list of 10 card games. Bridge received a total of 154 pre erences; Pinochle was runner up wit 97; Gin Rummy third with 69; fo lowed by Euchre with 55 and Cribbag with 40. Canasta was just out of the running with 32 preferences.

Of 109 companies which indicatemployee card clubs, the amount of annual dues ranges from \$1 to \$25. In preference for trophies and plaques a prizes is indicated by 51 of the companies.

However, 26 companies report the they provide cash prizes, while 16 states that they offer merchandise or food.

Forty-seven companies estimate the they kept the cost of their card clul under \$100 a year, On the other hand some estimates climb up to \$1,000 at nually and more.

Estimates of the number of decks cards used each year by individu companies answering the survey range from less than 50 to as high as 40,00



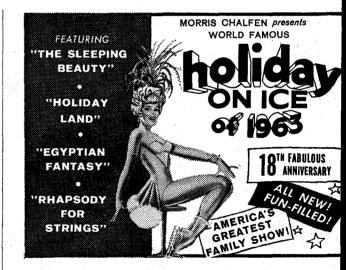
the TUCK-AWAY table is ready in seconds!



Now, any room becomes a recreation area quickly, easily . . . with the TUCK-AWAY folding tennis table. The TUCK-AWAY is built for lasting service, minimum storage requirements, and speedy, safe operation. Finished in flat green with white court lines, the TUCK-AWAY is regulation size and features "Floating Fold" for easy, positive action. So safe a child can operate it. USTTA approved for tournament play.







I feel privileged to have been invited to membership in NIRA As Public Relations Director of HOLIDAY ON ICE, I extend to all members and employees of the companies they represe special group reduced prices to HOLIDAY ON ICE whenever appears in or near your city.

For details write, telephone or telegraph me.

Sincerely,
John G. Finley
Holiday On Ice

1860 Broadway New York 23, N. Circle 6-8660



BUYERS' GUIDE

ADVERTISING INDEX

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Hunting Equipment
Fishing Equipment
Athletic Apparel

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CRAFTS, CULTURAL ACTIVITIES, GAMES
ENTERTAINMENT
RECREATION SERVICES, ORGANIZATIONS
MISCELLANEOUS

SPORTING GOODS

THLETIC EQUIPMENT

dirondack Bats, Inc. (9) Adirondack baseball and softball bats, croquet sets, water skis, toboggans and skis. Hal Schumacher, Adv. Mgr., McKinley Ave., Dolgeville, N. Y., Dolgeville 5281

runswick Sports. Complete line of athletic equipment including MacGregor, Red Head and Union Hardware Lines. Robert H. Leishman, 623 S. Wabash Ave., Chicago 5, Ill., WE 9-5688

ayton Racquet Co. (27) Steel tennis, badminton and paddle tennis racquets. Louis Munday, 10122 Albright St., Arcanum, Ohio, OW 2-8556

deBeer & Son. Baseballs and softballs. F. S. deBeer, Jr., 66 Orange St., Albany, N. Y., HO 5-3345

udley Sports Co., Inc. Softballs, baseballs, pitching machines and athletic games. Chas. Budd, 633 Second Ave., New York 16, N. Y., MU 4-1974

olf Ball Advertising Co. Company names, trade marks, etc., stamped on guaranteed top line golf balls. Standard or special packaging. Chick White, P. O. Box 4332, Philadelphia 18, Pa., LO 3-3745

nna Mfg. Co. Baseball, Little League, Pony League, Babe Ruth League and softball bats. J. E. Broadnax, Athens, Ga.

rvard Table Tennis Corp. Championship table tennis equipment including sets, tables, bats, nets, posts and balls. Officially approved for tournament play. Edmund Heller, 60 State St., Boston 9, Mass., UN 4-5180

llerich & Bradsby Co. (5) Manufacturers of Lou-

isville Slugger baseball and softball bats and Grand Slam and Power-Bilt golf clubs. Jack Mc-Grath, Adv. Mgr., 434-436 Finzer St., Louisville 3, Ky., Phone 585-5226

The MacGregor Co. (see listing under Brunswick Sports)
Northwestern Golf Co. Golf club manufacturer. Complete
line of golf equipment. Leo G. French, Sales Mgr., 3505
N. Elston Ave., Chicago 18, Ill., KE 9-5000

Ben Pearson, Inc. Complete line of archery equipment including bows, arrows, accessories. Films-16mm color, sound and booklets available on request. Jack Witt, Pine Bluff, Ark., JE 4-6411

Rawlings Sporting Goods Co. Manufacturers of quality athletic equipment for baseball, softball, football, basketball, golf, tennis and other team and individual sports. R. O. Morgan, 2300 Delmar, St. Louis 66, Mo., CH 1-2900

Shakespeare Co. (see listing under Fishing Equipment)

Sico Manufacturing Co., Inc. (18) Sico tuck-away tennis table. Folds and rolls on its own casters, built-in net posts. U.S.T.T.A. approved. Elton T. Jones, V.P., Sales, 5215 Eden Ave. South, Minneapolis 24, Minn., WE 9-4663

A. G. Spalding & Bros., Inc. Complete lines of athletic and recreational equipment. R. Earl Jones, 75 Varick St., New York 13, N. Y., WO 6-5900; Chicopee, Mass., Holyoke, JE 6-1200

Superior Industries Corporation. (29) Manufacturers of folding pool tables, table tennis tables, carom pool and poker tables. Color catalog available upon request. 520 Coster St., New York 59, N. Y., DA 9-5100

CEMBER, 1962

patronize your R/M advertisers

19

nings, Executive Director, Lakeview, Arkansas

e Inn Company; Jaro P. Fisher, Dir. of Sales, 333 E. Michigan Ave., Kalamazoo, Michigan, FI 3-2546

Tour operators-industry recreational tours, domestic, world wide, with own offices in major USA, European and Orient cities. John C. Rip, V. P. Sales & Promotion, 37 S. Wabash Ave., Chicago 3, Ill., CE 6-4589

Union Hardware (see listing under Brunswick Sports)

Universal Bowling & Golf Corp. Bowling, golf and billiard supplies and repairs. Trophies for all sports and events. Sam Weinstein, 525 S. Wabash Ave., Chicago 5, Ill., WA 2-5255 King Louie International, Inc. King Louie Bowling Shirts Victor Lerner, President, 311 W. 8th St., Kansas City 5 Mo., BA 1-2977

The MacGregor Company (see listing under Brunswic Sports)

Travel Headquarters, Inc. Recreational and group travel programs for industry. Richard Revnes, 3420 Prudential Plaza, Chicago 1, Ill., Phone: 467-5400

Unitours, Inc.; C. Joseph Lubas, Group Travel Manager, 60 East 42nd St., New York 17, N. Y., OX 7-9757

Universal Travel Agency, L. Roupioz, 3 Rue Meyerbeer, Paris 9e, (Opera), France

Westworld Travel Service. Specialists in the field of industrial tours and travel. Walter J. Peters, 10326 Aviation Blvd., Los Angeles 45, Calif., SP 6-2501

VENDING

Automatic Canteen Company of America. Complete feeding and vending services. R. D. Gremp, 1430 Merchandise Mart, Chicago 54, Ill., DE 7-5900

Automatic Retailers of America, Inc. Complete manual, automatic or combination automatic and manual food services. Charles H. Brinkmann, 3750 W. Devon Ave., Chicago 45, Ill., Phone: 583-1919

The Coca-Cola Company. Soft drinks in all sizes and types of packages and vending equipment for same. Gilmer G. Weston, 310 North Ave., Atlanta, Ga., TR 5-3411

Consumers Automatic Vending, Inc. A complete vending food service for industry; manual and automatic cafeterias. Sy Goren, 59-05 56th St., Maspeth 78, L.I., N. Y., EV 6-3327

Madison Concessions, Inc.; Thomas C. Funk, President, P. O. Box 71, Anderson, Indiana

Northwest Automatic Products Co., Griswold Vending Div. Pre-brew coffee vending machines, bulk milk vending machines, pastry vending machines. R. T. Steiner, Gen. Mgr., 1204 Chestnut Ave., Minneapolis 3, Minn., FE 9-7521

Pepsi-Cola Company. Pepsi-Cola, Teem and Patio flavors.

Bob Thomson, 500 Park Ave., New York 22, N. Y.,

MU 8-4500

The Seven-Up Company. Refreshing 7-Up in bottles, cans, and pre-mix. All types of 7-up vending machines and 7-Up coolers. Jos. R. Schaack, Conv. Mgr., 1300 Delmar Blvd., St. Louis 3, Mo., GA 1-0960

Vendall Company, Inc. Operators and distributors of all types of vending equipment. Complete industrial vending service. Wm. R. Zuber, Vice-President, 1820 East 38th St., Minneapolis 7, Minn., PA 9-7904

BEVERAGES

Carling Brewing Company; T. Pierce Hunter, Dir. of Public Relations, 9400 Quincy Ave., Cleveland 6, Ohio, CE 1-1000

The Coca-Cola Company. "Refreshment at Work" survey— A personalized appraisal of your refreshment requirements for increased employee satisfaction and profit. T. D. "Ty" Barre, P. O. Drawer 1734, Atlanta 1, Ga., TR 5-3411

Pepsi-Cola Company (see listing under Vending)
The Seven-Up Company (see listing under Vending)

PRIZES, TROPHIES, GIFTS

American Trophy & Award Company, (28). America's leading distributor of Industrial Awards & Sports Trophies—Big Discounts - No Fuss Engraving Program. Al Goldberg, 823 S. Wabash Ave., Chicago 5, Ill., WE 9-3252

Collegiate Specialty Co. (see listing under Athletic Apparel)

Company Blazers, Ltd. (see listing under Athletic Apparel)
Conelle Distributing Corporation. Industrial recreational
services through Xmas parties, picnics, rides, awards
gifts, novelties, premiums. Marty Berens, 620 W. 125th
St., New York 27, N. Y., UN 5-6100

Eastman Kodak Company; Premium Sales Div., Roches ter 4, N. Y.

General Athletic Products Co. (see listing under Athletic Apparel)

Edwin W. Lane Co. (25) Trophies, plaques, medals prizes, gifts. Creative designs in incentive awards Don Thompson, Sales Mgr., 32 W. Randolph St. Chicago 1, Ill., ST 2-2317

Minnesota Mining & Mfg. Co. (see listing under Miscel laneous)

Moffett & Klein Corporation. "Congratulations", an industrial baby shoe program. John E. Klein, 141 E. 44th St. New York 17, N. Y., OX 7-1060

Organization Services, Inc. Picnics, parties, favors, incentives, gifts. Specialists in Christmas parties for children Irv Richter, Pres., 8259 Livernois, Detroit 4, Mich TE 4-9020

Penn Emblem Company. Embroidered emblems and insignia as advertising and symbolic awards for sports activities. Guy T. Bucco, 2111 Eastburn Ave., Philadelphi 38, Pa., LI 8-3500

Saunders Mfg. & Novelty Company. Picnic supplies, not elty hats, Christmas toys and packages for children. Day Shanker, 708 Frankfort Ave., West, Cleveland 13, Ohio CH 1-3817

Smith Enterprises, Inc. Children's Christmas parties the get results and employee gift programs. Dick Burri P. O. Box 188, Rock Hill, S. C., Phone: 327-4027

Swiss Melody Corporation. Musical stuffed toys for all aggroups, 1 to 12 years old, \$11.20 doz. to \$27.00 doz. an plush toys. Irving Pukel, 325 W. 16th St., New Yorl N. Y., WA 4-4838

Universal Bowling & Golf Corp. (see listing under Athlet Equipment)

Wilson Trophy Company. Manufacture walnut trophie custom design—modern art. Unbreakable figures. From engraving. Custom designed die struck medals, pins an allied jewelry items. 626 Del Monte Way, St. Louis 1 Mo., PA 6-2626

CRAFTS, CULTURAL ACTIVITIES, GAMES

Boin Arts & Crafts Company. Suppliers of materials ar tools for all arts and crafts. Warren E. Boin, 91 Morn St., Morristown, N. J., JE 9-0600

Creative Educational Society, Inc. Publishers of Creatic Sports Series, covering 17 sports, and Dick Sieber "Learning How Baseball". Paul Lyons, 530 N. Front S Mankato, Minn., Phone: 8-6273

Encyclopedia Britannica; Ralph Barry, 551 Fifth Av New York 17, N. Y.; 425 N. Michigan Ave., Chicago 1 Ill, WH 4-2350

Jewel Creations. Jewelry Kits (frame and stones, cemen for making custom made costume jewelry. Seymour Mi dleton, 11 West 30th St., New York 1, N.Y., CH 4-07

S & S Arts & Crafts. Excellent projects for arts and cra programs. Abraham Slopak, Colchester, Conn., Phor 537-2325



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A. G. Spalding & Bros., Inc. Complete lines of athletic and recreational equipment. R. Earl Jones, 75 Varick St., New York 13, N. Y., WO 6-5900; Chicopee, Mass., Holyoke, JE 6-1200

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- Union Hardware (see listing under Brunswick Sports)
- Universal Bowling & Golf Corp. Bowling, golf and billiard supplies and repairs. Trophies for all sports and events. Sam Weinstein, 525 S. Wabash Ave., Chicago 5, Ill., WA 2-5255
- Wilson Sporting Goods Co. Complete line of athletic and recreation equipment distributed by twenty-seven branches. E. F. Reutinger, 2233 West St., River Grove, Ill., GL 6-6100
- Wittek Golf Range Supply Co. Golf supplies and accessories. Klem Wittek, 5218 W. North Ave., Chicago 39, Ill., TU 9-2911
- Worthington Golf Inc. Company name imprinted golf balls by the world's largest exclusive golf ball manufacturers. Jack Slater, 125 Pine St., P. O. Box 700, Elyria, Ohio, FA 2-5401

HUNTING EQUIPMENT

Converse Rubber Company (see listing under Athletic Apparel)

Red Head (see listing under Brunswick Sports)

Remington Arms Company, Inc. Sporting firearms, ammunition, traps and targets for hunting and shooting. C. C. Clair, Bridgeport 2, Conn., ED 3-1112

Shakespeare Company (see listing under Fishing Equipment)

Winchester-Western Div., Olin Mathieson Chem. Corp., New Haven 4, Conn.

FISHING EQUIPMENT

Converse Rubber Company (see listing under Athletic Apparel

Red Head (see listing under Brunswick Sports)

Shakespeare Company. Shakespeare reels, rods and lines for fishing; also archery and golf. Everett R. Hames, Sales Mgr., 241 E. Kalamazoo Ave., Kalamazoo, Mich., FI 4-0101

ATHLETIC APPAREL

- AMF (Inside Front Cover) (see listing under Recreation Installations)
- Brunswick Corporation (Back Cover) (see listing under Recreation Installations)
- Champion Knitwear Co., Inc. Processed sportswear. Joe Carroll, 115 College Ave., Rochester 7, N. Y., BR 1-2235
- Collegiate Specialty Co. (24) Bowling shirts, dresses and apparel. Trophies and prizes. Send for catalog. 427 River St., Troy, N. Y., AS 2-8911
- Company Blazers, Ltd. Blazers, vests and slacks for teams, awards, conventions, sales meetings. Formal wear for glee clubs and bands. Arthur Michaels, 120 Walker St., New York, N. Y., WO 6-0808
- Converse Rubber Company. Footwear for basketball, tennis, track, football, boating, fishing, hunting; hockey pucks, skate scabbards, ankle supports and teeth guards. Grady Lewis, 2000 Mannheim Rd., Melrose Park, Ill., FI 5-3440
- General Athletic Products Co. Complete line of athletic clothing for softball, baseball, basketball and other sports, as well as a full line of award jackets. Robt. Grodzensky, Riffle St., Greenville, Ohio, LI 8-4131

- King Louie International, Inc. King Louie Bowling Shirts Victor Lerner, President, 311 W. 8th St., Kansas City 5 Mo., BA 1-2977
- The MacGregor Company (see listing under Brunswick Sports)
- Rawlings Sporting Goods Co. (see listing under Athleti Equipment)
- A. G. Spalding & Bros., Inc. (see listing under Athleti Equipment)
- Wilson Sporting Goods Co. (see listing under Athleti Equipment)

FACILITIES

ARCHITECTS & DESIGNERS

Harrison-Brauer-Rippel. Professional site planning consultants including employee recreation area and industric park planning. Arthur L. Harrison, Municipal Airpor Box 328, Ames, Iowa, Phone: 232-1589

PLAYGROUND, PARK APPARATUS

- American Playground Device Co. (25) Heavy dut playground, swimming pool, dressing room equipment; picnic grills and tables, park benches softball and tennis backstops. Warren P. Milles President, P. O. Drawer 790, Anderson, Indians Phone: 2-0280
- Game-Time, Inc. Playground equipment, physical fitne equipment, park equipment and furniture. Robt. Worn ser, Litchfield, Mich., 542-2345
- The Mexico Forge, Inc. Engineered park and playgroun equipment. W. T. Kennedy, Jr., General Mgr., P. Box 590, Lewistown, Pa., McAlisterville 463-2194
- Recreation Equipment Corp. Playground equipment, swing ming pool equipment, indoor basketball backstops. Do ald C. Wright, Gen. Mgr., 724 W. Eighth St., Anderso Ind., Phone: 643-5315

SPORTS, RECREATION INSTALLATIONS

- American Machine & Foundry (Inside Front Coer). Manufacturers of automatic pinspotters; Uderlane ball returns; Streamlane decor equiment; bowling lanes, pins, balls, bags, shoes. J. Donovan, Jericho Turnpike, Westbury, L. N. Y., ED 3-6900
- Berlin Chapman Company. (26) Spectator seating includes folding bleacher combinations and a rangements for every type need . . . portableachers—steel and aluminum . . . steel des grandstands. E. J. Jezwinski, Sales Mgr., Bleach Div., Berlin, Wis., 361-2220
- Brunswick Corporation (Back Cover). Bowling balls, bags and shoes. Billiard tables and access ries. G. J. O'Keefe, 623 S. Wabash Ave., Cl cago 5, Ill., WE 9-3000

MAINTENANCE SUPPLIES

Hillyard Chemical Company. (25) Manufacture of gymnasium floor seals, finishes, dressing locker room cleaners, disinfectants; equipme and supplies for complete building maintenant John C. Reick, 302 N. 4th, St. Joseph, Mo., AD 1321

MUSEMENT PARKS

amden Park; Robt. N. Burley, Off. Mgr., P. O. Box 1794, 5000 Waverly Road, Huntington, W. Va., Phone: 429-4231

aclid Beach Park, The Humphrey Co.; E. P. Shilliday, Mgr., Cleveland 10, Ohio, IV 1-7575

eauga Lake Park. Amusement park consisting of 31 major rides, plus 18-hole miniature golf course. Charles W. Schryer, President & General Mgr., Geauga Lake, Ohio, LO 2-7131

TRAVEL

ARRIERS

ir France; Wm. A. Clary, Sales Dev. Mgr., 683 Fifth Ave., New York 22, New York

raniff International Airways. Scheduled commercial airline operating into 33 cities in the United States, South America and Mexico. Robert C. Booth, P. O. Box 35001, Exchange Park, Dallas, Texas, FL 2-1721

LM Royal Dutch Airlines. International airline servicing all continents and 104 cities. Direct one-plane service to Europe from New York and Houston and to Caribbean from New York and Miami. Louis M. Nobiletti, 609 Fifth Ave., New York 17, N. Y., PL 9-2400

ufthansa German Airlines; Helmut U. Werner, Commercial Sales Mgr., 410 Park Ave., New York 22, N. Y.

abena Belgian World Airlines (27). Scheduled International Airline serving Europe, Africa and the Middle East, also specializing in incentives, groups, tours and charters. Jan Yones, 720 Fifth Ave., New York 19, N. Y., JU 6-1070

eandinavian Airlines System; Dept. Q1, 638 Fifth Ave., New York 20, New York

rans World Airlines, Inc. (7) Air transportation. Herb D. Lynn, Mgr., Commercial Sales, 380 Madison Avenue, New York 17, New York

arig Airlines. Varig, South America's largest airline. Jets from New York, Los Angeles and Miami to the Caribbean and South America. Exclusive Executive Hostess Service. Vincent P. Hackett, Mgr. Tour and Incentive Sales, 630 Third Ave., New York, N. Y., MU 2-3100

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otel Abbey (28). 500 air conditioned rooms each with private bath and shower; TV and every modern comfort. Two popular-priced dining rooms include Breakfast Room and Stockholm Restaurant. One block from Radio City, B'way. and 5th Avenue Shops. Special group rates all year 'round. Miss Betty Kramer, Sales Mgr., 51st St. at 7th Ave., New York 19, N. Y., CI 6-9400

ill Shoals Lake and White River Association; Bill Jennings, Executive Director, Lakeview, Arkansas

e Inn Company; Jaro P. Fisher, Dir. of Sales, 333 E. Michigan Ave., Kalamazoo, Michigan, FI 3-2546

New York Convention & Visitors Bureau, Inc. Information services, printed literature and other assistance to tour groups and individuals. Charles Gillett, Eileen Roddick-Roberts, 90 E. 42nd St., New York, N. Y., MU 7-1300

New York State Department of Commerce. Promotion of New York State travel. Helen A. Lynch, 112 State St., Albany 7, N. Y., GR 4-3738

Ozark Playgrounds Association. The Ozark Playgrounds of southwest Missouri and northwest Arkansas offers year-round vacation activities. Group and convention information available. G. Tom Ayers, Exec. Dir., 112 West 4th, Joplin, Mo., MA 4-4250

Pick Hotels Corporation. Hotels, motels in 29 cities. Ideal locations. Superb convention facilities. Swimming pools at all motels. Write for brochures. Robt. Lesman, 20 North Wacker Drive, Chicago 6, Ill., ST 2-4975

Schine Hotels. Outstanding convention and meeting facilities. Schine Inns: Chicopee, Mass.; Massena, N. Y.; Forest Hills, N. Y.; Ambassador, Los Angeles; Roney Plaza, Miami Beach; Queensbury, Glens Falls, N. Y.; Gideon Putnam, Saratoga, N. Y.; Western Skies, Albuquerque, N. M.; McAllister, Miami. Seymour L. Morris, 40 N. Main St., Gloversville, N. Y., Phone: 4-7161

Sheraton Corporation of America. 63 hotels throughout the United States, Canada and Hawaii. Matty Mathewson, Reg. Sales Mgr., 505 N. Michigan Ave., Chicago, Ill., WH 4-4100

Wranglers Club of America, Inc. The most exciting, healthful and economical family vacation program in the world. Wm. Ripp, President, Hotel Superstition Ho, Apache Junction, Ariz., YU 6-1631

TOUR OPERATORS

Allen Travel Service, Inc. General travel specializing in employee and sales incentive tours. R. E. Lydon, 2037 E. 14th St., Cleveland 15, Ohio, TO 1-6660

Allied Travel, Inc.; Hans M. Helbling, Executive Manager, 25 West 43rd St., New York 36, N. Y.

Alpha International. International Travel Organization. Enzo Palmentola, Director, 200 W. 57th St., New York 19, N. Y., JU 6-3369

American Express Company. Complete travel service: travellers cheques, money orders, credit cards, foreign remittances, overseas banking, field warehousing, armoured cars, etc. Dave Lee, Travel Sales Div., 65 Broadway, New York 6, N. Y., WH 4-2000

Blue Cars, Inc.; Group Travel Mgr., 55 W. 42nd St., New York 36, N. Y.

Thos. Cook & Son. Organization and direct operation of quality but inexpensive employee tours. C. L. Hill, Mgr., Group Travel Div., 587 Fifth Ave., New York 17, N. Y., MU 8-4000

E. F. MacDonald Travel Company. Employee vacations, group or individual, domestic and international travel. Complete travel service to "anywhere in the world". Benjamin Getzoff, 36 S. Wabash Ave., Chicago 3, Ill., FI 6-7373

Overseas Travel Company, Div. of A. T. Henderson, Inc. Tour operators-industry recreational tours, domestic, world wide, with own offices in major USA, European and Orient cities. John C. Rip, V. P. Sales & Promotion, 37 S. Wabash Ave., Chicago 3, Ill., CE 6-4589

- Travel Headquarters, Inc. Recreational and group travel programs for industry. Richard Revnes, 3420 Prudential Plaza, Chicago 1, Ill., Phone: 467-5400
- Unitours, Inc.; C. Joseph Lubas, Group Travel Manager, 60 East 42nd St., New York 17, N. Y., OX 7-9757
- Universal Travel Agency, L. Roupioz, 3 Rue Meyerbeer, Paris 9e, (Opera), France
- Westworld Travel Service. Specialists in the field of industrial tours and travel. Walter J. Peters, 10326 Aviation Blvd., Los Angeles 45, Calif., SP 6-2501

VENDING

- Automatic Canteen Company of America. Complete feeding and vending services. R. D. Gremp, 1430 Merchandise Mart, Chicago 54, Ill., DE 7-5900
- Automatic Retailers of America, Inc. Complete manual, automatic or combination automatic and manual food services. Charles H. Brinkmann, 3750 W. Devon Ave., Chicago 45, Ill., Phone: 583-1919
- The Coca-Cola Company. Soft drinks in all sizes and types of packages and vending equipment for same. Gilmer G. Weston, 310 North Ave., Atlanta, Ga., TR 5-3411
- Consumers Automatic Vending, Inc. A complete vending food service for industry; manual and automatic cafeterias. Sy Goren, 59-05 56th St., Maspeth 78, L.I., N. Y., EV 6-3327
- Madison Concessions, Inc.; Thomas C. Funk, President, P. O. Box 71, Anderson, Indiana
- Northwest Automatic Products Co., Griswold Vending Div. Pre-brew coffee vending machines, bulk milk vending machines, pastry vending machines. R. T. Steiner, Gen. Mgr., 1204 Chestnut Ave., Minneapolis 3, Minn., FE 9-7521
- Pepsi-Cola Company. Pepsi-Cola, Teem and Patio flavors.
 Bob Thomson, 500 Park Ave., New York 22, N. Y.,
 MU 8-4500
- The Seven-Up Company. Refreshing 7-Up in bottles, cans, and pre-mix. All types of 7-up vending machines and 7-Up coolers. Jos. R. Schaack, Conv. Mgr., 1300 Delmar Blvd., St. Louis 3, Mo., GA 1-0960
- Vendall Company, Inc. Operators and distributors of all types of vending equipment. Complete industrial vending service. Wm. R. Zuber, Vice-President, 1820 East 38th St., Minneapolis 7, Minn., PA 9-7904

BEVERAGES

- Carling Brewing Company; T. Pierce Hunter, Dir. of Public Relations, 9400 Quincy Ave., Cleveland 6, Ohio, CE 1-1000
- The Coca-Cola Company. "Refreshment at Work" survey—
 A personalized appraisal of your refreshment requirements for increased employee satisfaction and profit.
 T. D. "Ty" Barre, P. O. Drawer 1734, Atlanta 1, Ga., TR 5-3411
- Pepsi-Cola Company (see listing under Vending)
 The Seven-Up Company (see listing under Vending)

PRIZES, TROPHIES, GIFTS

American Trophy & Award Company, (28). America's leading distributor of Industrial Awards & Sports Trophies—Big Discounts - No Fuss Engraving Program. Al Goldberg, 823 S. Wabash Ave., Chicago 5, Ill., WE 9-3252

Collegiate Specialty Co. (see listing under Athletic Apparel)

- Company Blazers, Ltd. (see listing under Athletic Apparel) Conelle Distributing Corporation. Industrial recreationa services through Xmas parties, picnics, rides, awards gifts, novelties, premiums. Marty Berens, 620 W. 125tl St., New York 27, N. Y., UN 5-6100
- Eastman Kodak Company; Premium Sales Div., Roches ter 4, N. Y.
- General Athletic Products Co. (see listing under Athletic Apparel)
- Edwin W. Lane Co. (25) Trophies, plaques, medals prizes, gifts. Creative designs in incentive awards Don Thompson, Sales Mgr., 32 W. Randolph St. Chicago 1, Ill., ST 2-2317
- Minnesota Mining & Mfg. Co. (see listing under Miscel laneous)
- Moffett & Klein Corporation. "Congratulations", an industrial baby shoe program. John E. Klein, 141 E. 44th St. New York 17, N. Y., OX 7-1060
- Organization Services, Inc. Picnics, parties, favors, incentives, gifts. Specialists in Christmas parties for children Irv Richter, Pres., 8259 Livernois, Detroit 4, Mich TE 4-9020
- Penn Emblem Company. Embroidered emblems and insignia as advertising and symbolic awards for sports activities. Guy T. Bucco. 2111 Eastburn Ave., Philadelphi 38, Pa., LI 8:3500
- Saunders Mfg. & Novelty Company. Picnic supplies, nor elty hats, Christmas toys and packages for children. Day Shanker, 708 Frankfort Ave., West, Cleveland 13, Ohio CH 1-3817
- Smith Enterprises, Inc. Children's Ghristmas parties the get results and employee gift programs. Dick Burri P. O. Box 188, Rock Hill, S. C., Phone: 327-4027
- Swiss Melody Corporation. Musical stuffed toys for all aggroups, 1 to 12 years old, \$11.20 doz. to \$27.00 doz. an plush toys. Irving Pukel, 325 W. 16th St., New Yorl N. Y., WA 4-4888
- Universal Bowling & Golf Corp. (see listing under Athlet Equipment)
- Wilson Trophy Company. Manufacture walnut trophie. custom design—modern art. Unbreakable figures. Freengraving. Custom designed die struck medals, pins an allied jewelry items. 626 Del Monte Way, St. Louis I Mo., PA 6-2626

CRAFTS, CULTURAL ACTIVITIES, GAMES

- Boin Arts & Crafts Company. Suppliers of materials ar tools for all arts and crafts. Warren E. Boin, 91 Mori St., Morristown, N. J., JE 9-0600
- Creative Educational Society, Inc. Publishers of Creati Sports Series, covering 17 sports, and Dick Sieber "Learning How Baseball". Paul Lyons, 530 N. Front S Mankato, Minn., Phone: 8-6273
- Encyclopedia Britannica; Ralph Barry, 551 Fifth Av New York 17, N. Y.; 425 N. Michigan Ave., Chicago I Ill, WH 4-2350
- Jewel Creations. Jewelry Kits (frame and stones, cemen for making custom made costume jewelry. Seymour Mi dleton, 11 West 30th St., New York 1, N.Y., CH 4-07
- S & S Arts & Crafts. Excellent projects for arts and cra programs. Abraham Slopak, Colchester, Conn., Phon 537-2325

andy Leather Company (29). Leather, tools, patterns, leather kits and related products. James L. West, Pres., 1001 Foch St., P. O. Box 791, Fort Worth, Texas, ED 5-4161

. S. Playing Card Company. Manufacturers of playing cards—Congress, Bicycle, Bee's, etc. Allison F. Stanley, President, Beech St., & Park Ave., Cincinnati 12, Ohio

ENTERTAINMENT

erome H. Cargill Producing Organization, Inc. (30) Jerome H. Cargill is the leading producer of amateur musicals in the U. S. Frank A. Lloyd, 140 5th Ave., New York 11, N. Y., OR 5-2810

oliday on Ice Shows, Inc. (18) World famous Ice Show. Special arrangements for industrial groups when appearing in your area. John Finley, Dir. Public Relations, 1860 Broadway, New York 23, N. Y., CI 6-8660

etro-Goldwyn-Mayer, Inc.; Zeb A. Epstin, Natl. Dir. Group Sales, 1540 Broadway, New York 36, N. Y.

RECREATION SERVICES, ORGANIZATIONS

mateur Softball Association (36). Official softball rulebook and guide; Balls & Strikes, softball newspaper; illustrated softball rules and how to improve your softball; full advisory service to all NIRA members. Don Porter, 11 Hill St., Suite 201, Newark 2, N.J., MA 3-6375

merican Bowling Congress. Founded in 1895, this nonprofit membership service and rules organization today serves 5 million members and is dedicated to the ideals of all bowling. Frank K. Baker, Executive Secretary-Treasurer, 1572 E. Capitol Dr., Milwaukee 11, Wis., WO 2-3520

nerican Fishing Tackle Manufacturers Association. A non-profit organization of U. S. manufacturers whose objective is to maintain a high standard of conduct, efficiency and usefulness to the industry, to the government and to the public. A. J. Boehm, Exec. Dir., 20 N. Wacker Drive, Chicago 6, Ill., CE 6-0565

sociation of American Playing Card Manufacturers. Free materials for conducting bridge, canasta, skat, pinochle, gin rummy, set back, and other card tournaments for employees. John B. Powers, Executive Secretary, 420 Lexington Ave., New York 17, N. Y., MU 5-2472

ne Athletic Institute (13) Visual aids, publications and films for athletics, physical education and recreation. Theodore P. Bank, President, 805 Merchandise Mart, Chicago 54, Ill., WH 4-2680

wling Proprietors Assn. of America; Howard Seehausen, Executive Director, Executive Plaza, Park Ridge, Ill., [A 5-5591]

r Scouts of America, National Council. A time-tested program for boys 8-17; character-citizenship-personal fittess. C. M. Tribur, Dir. Civic Relationships, New Brunsvick, N. J., CH 6-6000

National Assn. of Amusement Parks, Pools & Beaches. Publicizing to the industrial recreation managers the outstanding opportunities for holding picnics and outings at Amusement Parks, Kiddie Parks, etc. John S. Bowman, Exec. Secy., 203 N. Wabash Ave., Chicago 1, Ill., RA 6-1528

National Bowling Council. Materials and programs for the promotion of bowling in industrial plants, factories and industry in general. Ronald J. Dunlap, Chicago Office, 3925 W. 103rd St., Chicago 55, Ill., PR 9-3340

National Council on the Aging. The national, non-profit agency providing leadership for organizations and individuals working or interested in the field of aging. Mrs. Geneva Mathiasen, Exec. Secy., 49 W. 45th St., New York 36, N. Y., LT 1-3800.

The National Golf Foundation, Inc. (32) Nation's source of planning and organizing information for the development of all types of golf activities and facilities. Rex McMorris, 804 Merchandise Mart, Chicago 54, Ill., WH 4-3564

National Rifle Association (12). A half-million membership, non-profit organization fostering recreational shooting, marksmanship instruction and firearms safety among its affiliates. Shooting club organization; range construction plans; instructor training and certification. Publisher-instruction manuals and The American Rifleman.

Jack H. Fauntleroy, Dir. Mem. Div. and Frank C. Daniel, Secretary, 1600 Rhode Island Ave., N. W., Washington 6, D. C., DI 7-3412

National Sporting Goods Association (31). Trade association of sporting goods retailers. C. Marvin Shutt, Exec. Dir., 23 E. Jackson Blvd., Chicago 4, Ill., HA 7-8191

Sportsmen's Service Bureau. Our Bureau is pleased to furnish, without charge, informative pamphlets and consultant service relating to shooting sports program. Jim Dee, 250 E. 43rd St., New York 17, N. Y., MU 6-1814

United States Table Tennis Association (28). Sanctioning tournaments, memberships, club and league affiliations, standards of rules and equipment, publicity, exhibitions, general table tennis information. Richard F. Feuerstein, USTTA Courts, Clubs & Leagues Chrm., 1031 Jackson St., St. Charles, Mo., RA 4-2791

The World Outdoors. Free hunting, fishing and adventure films in color and sound. Write for free catalogue. P. O. Box 549, Danbury, Conn., Phone: 748-2726

MISCELLANEOUS

Authentic Costume Company. "Authentic costumes from around the world." 1145 Manor Drive, Wilmette, Ill.

Minnesota Mining & Mfg. Co. Industrial tape, magnetic tape, Revere Camera equipment, copying products. E. C. Johnson, Jr., 900 Bush Ave., St. Paul 6, Minn., PR 6-8511

Roediger Fish Hatchery, Botkins 5, Ohio

Varsity Bowl, Inc. (30) Dayton Journal-Herald National Industrial Team Tournament. Harry Zavakos, 637 N. Main St., Dayton 5, Ohio, BA 2-6151

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WOMEN: BROADCLOTH SIZES: 30-44 (46 white only) COLORS: white, maize, light blue, grey, aqua, pink, navy, red, black, purple, loden green. GABARDINE SIZES: 32-40 (42, 44 white only). COLORS: red, white, light blue, yellow, navy.

WHEN ORDERING give: color or shirt, type of sleeves, individual names for over pockets; size of shirt with each name; rough sketch of lettering and/or design for back of shirt; color of lettering. Send 1/3 of amount of order; balance C.O.D. If full amount is sent, we pay postage.

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RM RECREATION ROUNDUP

MIDWEST CONFERENCE

Business sessions that cover the principal factors involved in an industrial recreation program will highlight the



Region III Conference & Workshop which will be held January 18-19 at the Harris Motor Inn, Kalamazoo, Michigan.

These sessions will include "Organizing The Program,"

"Providing Leadership," "Financing The Program," and "Providing Facilities"

Industrial recreation administrators from Michigan, Indiana, and Illinois will also hear addresses by Arthur C. Prine, Jr., vice president of relations service, R. R. Donnelley & Sons Co.; Martin J. Cavanaugh, assistant personnel director, Delco-Remy Div., GMC; and Don Neer, NIRA executive secretary.

The \$12.50 advance registration fee includes two fine luncheons, a hearty breakfast, a reception, and a sumptuous buffet dinner. You save \$2.50 by registering in advance; after January 15, 1963 the fee will be \$15.

The Conference & Workshop offers two special events for the wives. TWA's

Mary Gordon will reveal "How To Se lect and Pack a Travel Wardrobe.' And there'll be a tour of the Upjohr Company's fine facilities.

R. Fred Canaday (picture), Region III Director from General Motors, is Program Chairman.

CHESS CLUB FORMED

After several small groups of chess en thusiasts at The Dalhberg Company Minneapolis, Minn., had played to gether informally this past year, they realized how many dedicated chest players worked at the company.

As a result, they have now formally organized a chess club, which represents the newest of Dahlberg employer recreation activities. The club is already planning dinners, speakers, and exhibition games.

T. W. Murphy is recreation administrator at Dahlberg.

BEAGLE CLUB FORMED

Are employee recreation clubs going t the dogs?

Of course not. But one group of do owners at North American Aviation i Columbus, O., has banded together to form a Beagle Club. The group obeagle owners is taking advantage on earby wooded areas to conduct field trials and run their beagles.

Meetings are being scheduled for on a month when second shift employe can attend.

YULE PROGRAM EASES LOSS OF CHRISTMAS FANTASY

Ford Motor Company has held a community Christmas observance to replace the Christmas Fantasy, cancelled because of the fire which recently destroyed the remarkable Rotunda and its famous exhibits.

"So many youngsters and their parents were disappointed because we weren't able to hold our traditional Christmas Fantasy in the Rotunda that we decided not to let the Christm season pass without giving them an o portunity to visit us," noted Hen Ford II.

The special observance included 75-ft. Christmas tree decorated by 7 000 lights, a Nativity Scene, and tremendous choir of school and choi groups from Detroit which sang a seletion of carols.





WESTERN REGION CONFERENCE

The 13th Annual Western Region NIRA Conference, which will be held February 15-17 in San Diego, Calif.,

will feature four special general sessions lesigned to help conerence participants evaluate the organisation, operation, and effectiveness of heir recreation programs.



Each of these gen-

eral sessions will be a panel discussion event—a free-flowing interchange of nformation directed and controlled by in experienced moderator. Panelists will be selected from Region VII receation leaders, who will be aided by n "expert" or "experts" who can peak authoritatively on each subject rea. A period for questions and an-wers from the audience will follow ach session.

The San Diego Industrial Recreation ouncil will host the Conference, which as grown into one of the outstanding ndustrial recreation events on the west oast. Indications are that the '63 Conerence will pull a record number of delegates and exhibitors.

The Conference will be held at the beautiful Sands Hotel in San Diego, while delegates will enjoy a number of special events at the General Dynamics/Astronautics recreation area in San Diego.

J. R. Mitchell (picture), chief of employee services at GDA, is general chairman. Special events will include a tour of GDA's outstanding recreation area, a putting tournament, and a holein-one contest.





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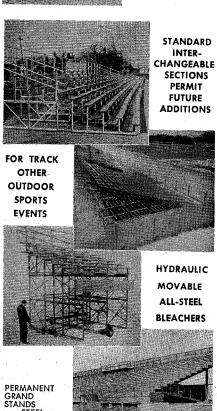


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RV RECREATION ROUNDUP

WELCOME

NIRA and Recreation Management magazine welcome the following companies which in recent months have joined the Association.

Company Membership

Allied Control Co., Inc., Plantsville, Conn. Kenneth E. Balder is Personnel Director.

Dept. of State U.S.I.A. Recreation Association, Inc., Washington, D. C. George S. Vanderwende is Executive Secretary.

The H. O. Canfield Co., Clifton Forge, Va. Dave E. Sigmon is Personnel Director.

Denver-Chicago Trucking Co., Inc., Denver, Colorado. Les Lane is Employee Activities Director.

Jet Propulsion Laboratory, Pasadena, Calif. Stan Locke is ERC Executive Manager.

American Machine & Foundry Co., New York, N. Y. N. E. Matte is Personnel Manager.

Spartan Mills, Spartanburg, S. C. Annette Duchein is Vice President.

Badger Die Casting Corp., Milwaukee, Wis. Ray C. Tuchel is Personnel Manager.

Johnson Service Co., Milwaukee, Wis. K. E. Goetschel is Personnel Manager.

Motorola, Inc., Phoenix, Ariz. Chuck Placek is Recreation Director.

Vickers Inc., Detroit, Mich. Stanley Nayh handles the recreation program.

Laboratory for Electronics, Inc., Boston, Mass. Henry J. Wilayto is President of the firm's recreation association.

Associate Membership

Braniff International Airways, Dallas, Tex. Robert C. Booth.

Unitours, Inc., New York, N. Y. C. Joseph Lubas.

ALPHA International, New York, N. Y. Enzo Palmentola.

Affiliate Membership

Hotel Abbey, New York, N. Y. Betty Kramer.

The Inn Company, Kalamazoo, Mich. Jaro P. Fisher.

Organization Services, Inc., Detroit, Mich. Irv Richter.

American Trophy & Award Co., Chicago, Ill. Al Goldberg.

J. deBeer & Son, Albany, N. Y. F. S. deBeer, Jr.

Travel Headquarters, Inc., Chicago, Ill. Richard Revnes.

Golden Sovereign Div., Ben Pearson,

Inc., Pine Bluff, Ark. Jack Witt.

Holiday On Ice Shows, Inc., New York, N. Y. John Finley.

Northwestern Golf Co., Chicago, Ill. Leo French.

Student Membership

Joe M. Hall, Jr., Denton, Texas Individual Membership

Grover O'Neill, Oyster Bay, Long Island, N. Y.

IRC Membership

St. Louis Industrial Recreation Council, St. Louis, Mo. Bert Granville President.

CHICAGO PLANS DARKROOMS

The Chicago Park District, in conjunction with the Photo Centers Association



of Chicago, is placing 10 new photographic darkrooms in recreation area throughout the city.

Chicago's Mayor Richard J. Dale proclaimed a week of dedication an offered his cooperation in creating an developing the program, which will in crease the city's number of darkroom to 22.

Shown with Mayor Daley (seated from left to right: Carl Schreyer, vic president of sales for Bell & Howel Mel Levy, branch manager of Inte continental Marketing; P. J. McCarth assistant recreation director of the Ch cago Park District; Robert Smith, vic president of H. A. Bohm Co.; an Michael Gelman, president of the Autin Camera Shop.

Passengers on two Matson liners can now botheir way to Hawaii. Specially designed 48-lanes, with Brunswick rubber band duckpins a duckpin balls, have been installed aboard tanips. A pendulum-like meter indicates tanip's roll, which allows bowlers to compensa



DECK ROOF

VOLLEYBALL RETURNS TO CERA

After an absence of one year from the ntramural program at Chemstrand Co. n Pensacola, Fla., volleyball is receivng new interest from many of the firm's mployees.

To promote the sport, the CERA poard advisers to athletics recently promoted a two week double elimination tournament.

Preliminary rules included a requirement that all participants in the tournament be CERA members in good standing, and that they pay a 25¢ entrance fee in addition to signing an insurance form.

Summers Jarrett is head of employee recreation at Chemstrand.



tere's the 1963 Board of Directors, Grant Park Recreation Association, Chicago, Ill. Front row, eft to right: Louis Rosenberg, Internal Revenue Service; Louis Goldstein, The Toni Co.; Gwenolyn Zipperle, Illinois Bell; Barnett Sterling, Chicago Sports Photo; Dorcie Stangl, Martin Marietta; Francis Klawitter, Peoples Gas Light & Coke; Geri Sharon, Goldblatts Inc.; Meyer Ireitzer, U. S. Post Office; Frances Ardon, Chicago Park District; Owen Van Camp, Link Gorman eck & Co. Back row: Mel Ackerman, Chicago Park District; Daniel Proskey, Merchandise National ank; George Roach, Chicago Park District; Edward Janovsky, Kaiser Engineers; George Grothe, st National Bank; Ray Rhoades, Ist National Bank; Harry Projansky, Illinois Dept. of Labor; ert Barbahen, G. M. Hadraba Co.; Jacob Schulman, Banker's Bldg.; Andrew Santos, Hillman's; ouis Mallardi, Quaker Oats; Chester Okresik, Gaylord Products; Vincent Reardon, Chicago ribune; Mel Siegel, Illinois Baking Corp.; Anton Walla, R. R. Donnelley & Sons; William Byers, leedham Louis & Brorby; Herb Goldenson, Mart Motor Express.



are ideal for any industrial tennis or badminton program. Their speed and accuracy have long made them a favorite of professionals and beginners.

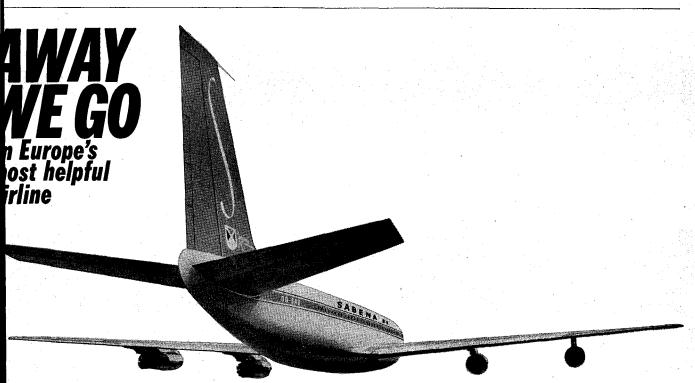
What's more, Dayton Racquets are practically indestructible. Their steel strings and tubular steel frames are not affected by climatic changes. No covers or presses needed to protect them. They won't warp, splinter, rot, sag.

Investigate them now. See them today at your local dealers or write direct to factory for more information.

Dayton Racquet Company 10122 Albright St., Arcanum, Ohio

FREE Rules and court layouts for badminton or tennis are yours for the asking.

STEEL RACQUETS



bena has handled group tours, incentive programs d charter movements for over 40 years. Thousands them. All through Europe, Africa and the Middle st. We're considered specialists in group travel. helping you plan...in helping you enjoy the trip. ly Sabena flies Boeing "Intercontinental" Jets daily

n-stop to Brussels, hub of the Common Market

countries. And we offer more service out of Brussels to London, Paris, Frankfurt, Rome (and 64 other major points of interest) than any other transatlantic airline.

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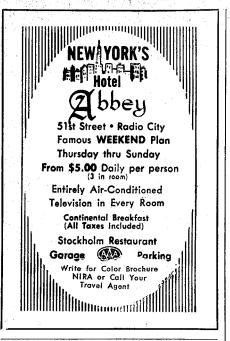


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Do you know whether your players are using a legal serve and a legal serve and a legal bat? How much do you really know about one of the greatest carry-over sports? Be in the know. Send for "Table Tennis for You"—10c UNITED STATES TABLE TENNIS ASSOCIATION

1031 Jackson St., St. Charles Mo.

R M INDUSTRY ITEMS

ELEVEN RECEIVE "C.I.R.A."

The degree of "Certified Industrial Recreation Administrator" was conferred recently upon eleven recreation directors.

They are:

Robert J. Benn, Recreation Director, Grumman Aircraft, Bethpage, N. Y.

Charles G. Boyle, Chief of Personnel Activities at the Norair Division of Northrop Corp., Hawthorne, Calif.

Melvin C. Byers, Director of Employee Services, Owens-Illinois, Toledo, O.

Walter Dowswell, Recreation Director, Motorola, Inc., Franklin Park, Ill.

Kenneth L. Kellough, Recreation & Welfare Administrator, North American Aviation, Inc., Los Angeles, Calif.

Norman H. King, Recreation Manager, Lockheed-Georgia Co., Marietta, Ga.

Kenneth A. Klinger, Assistant Personnel Director, Consolidated Vacuum Corp., Rochester, N. Y.

Herbert N. McMichael, Program Coordinator, IBM Corp., Poughkeepsie N. Y.

Herbert S. Naish, Chief of Employee Services, General Dynamics/Pomona, Pomona, Calif.

Thomas E. Smith, Recreation Director, Texas Instruments, Inc., Dallas Texas.

Daniel H. Zieverink, Supervisor of Recreation, General Electric Co. Cincinnati, O.

There are now 69 professional recreation people who have earned the coveted "C.I.R.A." Previously, the degree was conferred upon 58 at the NIRA Conference in New York City

CONFERENCE PROCEEDINGS

In previous years, we have included the Proceedings of the National Conference & Exhibit in the December NIRA Annual.

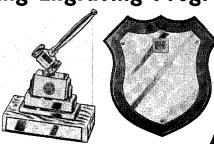
Anyone wishing a copy of this years Proceedings, which have been omitted from this issue, may write to the national office.

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MAKE YOUR RECREATION PROGRAM A WINNER WITH AMERICAN TROPHIES!

RG&E GARDEN SHOW

The Garden Club at Rochester Gas & Electric Corp., Rochester, N. Y., reently wound up a successful summer with its 15th annual Employees' Show. Cash prizes and ribbons for 96 lasses of flowers and vegetables were warded to winning entries in the how, which was held in the company's

nain office auditorium.

Meanwhile, the company's Toastmasters Club #1993 has kicked off the new season with a meeting at the Hotel Cadillac. And the RG&E Camera Club has scheduled its 1962-63 activities which include two camera contests—one for Club members and the other for all employees of the company.

Arden C. Howland is recreation administrator at RG&E.

wenty-six members of the St. Louis Industrial Recreation Council, and members of their fámilies, ecently spent two weeks in Europe on a Holiday Tour. Their trip included Rome, Lake Lucerne, urich, Bavarian Alps, Munich, Heidelberg, Frankfurt, Cologne, Paris, Versailles, London, and hany other highlights. L. W. Gregg (2nd from left), Falstaff Brewing Corp., served as travel hairman. Bert Granville (2nd from right), McDonnell Aircraft, is president of the Council.





112 PAGE CATALOG

Industry relaxes with LEATHERCRAFT! Industrial Recreation Directors the world over find this BIG LEATHERCRAFT CATALOG the key to employe relaxation! Time and time again they report building an



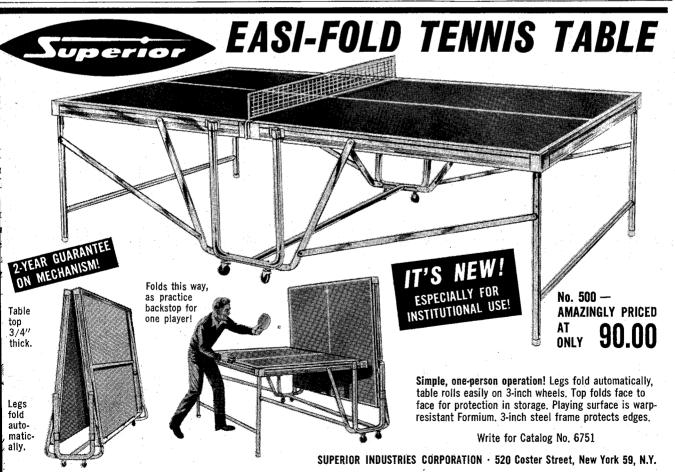
interesting and well-received employe crafts program with the help of this catalog and the 110 Tandy Store Managers located across the country! Leathercraft is easy and fun to learn . . . there is little expense to the company! No specialized facilities are needed . . . tools are inexpensive . . . the work is clean and easy on the maintenance budget! Get your free copy now! Cram-full of money-saving ideas for your company!

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There is a Tandy store near you! The manager will supply you with free movies and make his HOBBY WORKSHOP available to you!

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Committee, with the approval of the Board of Directors, and shall hold office until his resignation or removal by the Board of Directors.

(d) The Director of Research and Education shall be appointed by the President, with the approval of the Board of Directors, following the annual election of officers.

Section 2—Duties of Officers Generally: The duties and powers of the officers of the Association shall be such as are by general usage indicated by the title of the respective offices except as may be otherwise specified by these Bylaws or prescribed by the Board of Directors

- (a) President: The President shall act as presiding officer of the Executive Committee, Board of Directors and general meetings of the Association. He shall perform such other duties as are by general usage indicated by the title and specified or prescribed by these Bylaws or the Board of Directors.
- (b) Vice Presidents: Each Vice-President shall be placed in full charge of a specific phase of the general program of the Association, with the approval of the Board of Directors, and shall perform such other duties as may be prescribed.
- (c) Treasurer: The Treasurer shall have general supervision over all funds and assets of the Association and shall cause to be kept full and accurate records of all receipts and disbursements. He shall render to the Board of Directors, at periodic intervals, an account of the financial condition of the Association and shall prepare and submit for approval of the Board of Directors the budget of the Association. The Treasurer shall also perform such other functions as the Board of Directors may direct from time to time.
- (d) Executive Secretary: The Executive Secretary shall, with the advice and counsel of the President, Executive Committee and Board of Directors, be in charge of the operation of the Association's executive offices and shall be responsible for and empowered to conduct details of Association operations according to policies and regulations established by the Board of Directors. He shall be a member, ex-officio, of the Board of Directors, Executive Committee and all other committees and maintain full records and minutes thereof. He shall give notice of all meetings of members or Directors when and as herein provided and shall perform such other duties as may be prescribed by the Board of Directors from time to time. The Executive Secretary shall be bonded to an amount established by the Board of Directors. The Executive Secretary shall be required to report to the Board of Directors annually as to the progress of the Association since the last annual meeting.
- (e) Director of Research and Education: The Director of Research and Education shall, with the advice and counsel of the President, the Executive Committee and the Board of Directors, be in charge of all research projects and educational activities of the Association and shall perform such duties as may be prescribed by the Board of Directors from time to time.

Section 3—Vacancies in Office: If the office of President or any other elective office of the Association become vacant by death, resignation, disability or otherwise, the Executive Committee shall nominate one or more persons for the unexpired term for which the vacancy exists. Names of such nominees shall be submitted by referendum to the Board of Directors of the Association and all votes must be cast within the period specified in the notice of the referendum vote. No nominee shall be declared elected to the vacancy unless he shall receive a majority of the votes cast by Directors of the Association. In the interim period the office of President shall be filled by the immediate Past-President.

Section 4—Term of Office: All elected officers of the Association shall serve for a period of two years or until their successors are duly qualified and elected. The Treasurer and Director of Research shall serve for one year or until a successor has been appointed. The President of the Association is eligible for re-election as president five years after the year of his previous election to the office of president.

ARTICLE V—DIRECTORS

Section 1—Number of Directors: The control of this Association shall be vested in a Board of Directors which shall consist of duly elected board members of the Association in good standing, the immediate Past-President, and the duly appointed Director of Research and Education and the Treasurer.

Section 2—Duties and Powers of Directors: It shall be the duty of the Board of Directors to control and direct the affairs of the

Association and its property. It shall have the power to perfosuch other functions as are generally indicated by its name a do all lawful acts and things as are not, by these Bylaws, direct to be exercised by the members.

Section 3—Vacancies on the Board of Directors: If, for any reas whatsoever, a Directorship of the Association becomes vacant, the Executive Committee shall nominate one or more persons for the unexpired term for which the vacancy exists and submit such not not to the Board of Directors for referendum vote. No noming shall be declared elected to the vacancy unless he shall receive majority of the qualified votes cast within a period specified in the notice of such vote.

Section 4—Term of Office: The elective Directors of the Associat shall serve for a period of two years or until their successors are diqualified and elected at the annual regional meeting. The to number of Directors will be based on the number of comparememberships within each region, as of 24 hours prior to the day the annual regional meeting, not to exceed a total of four Direct per region.

- (a) Regions with up to 50 member companies shall be repsented by a total of two (2) Directors.
- (b) Regions with 51 to 75 member companies shall be resented by a total of three (3) Directors.
- (c) Regions with 76 to 100 member companies shall be represented by a total of four (4) Directors.

Section 5—Eight Geographic Regions: For voting purposes the eigeographic regions of the United States, Canada, Saudi Ara and Mexico, are as follows: (See map on page 4.)

Region One (East): The States of Maine, New Hampshire, Vernont, Massachusetts, Connecticut, Rhode Island, New York, Nersey and Saudi Arabia.

Region Two (Mid-East): The States of Pennsylvania, Maryla Delaware, Ohio, Kentucky, Virginia, West Virginia and Dist of Columbia.

Region Three (Midwest): The States of Michigan, Indiana

Region Four (South): The States of Tennessee, North Carol South Carolina, Mississippi, Alabama, Georgia and Florida.

Region Five (Northwest): The States of Wisconsin, Minnes Iowa, North Dakota, South Dakota, Nebraska, Montana, Wyom Washington, Idaho, Oregon and Alaska.

Region Six (Southwest): The States of Kansas, Missouri, Ohoma, Arkansas, Texas, Louisiana and Mexico.

Region Seven (West): The States of California, Nevada, U Arizona, Colorado, New Mexico and Hawaii.

Region Eight (Dominion of Canada): The Provinces of Alberitish Columbia, Manitoba, New Brunswick, Nova Scotia, Onto Prince Edward Island, Quebec, Newfoundland and Saskatcher

ARTICLE VI-MEETINGS

Section 1—Annual Meeting: The time and place of the an meeting of the Association shall be determined by the Board Directors or, at their direction, by the Executive Committee.

Section 2—Special Membership Meetings: Special meetings of membership may be called by the President with the approva the Board of Directors, by the Board of Directors, or by elected officer of the Association at the written request of less than forty (40) per cent of the members in good standin

Section 3—Directors' Meetings: The Board of Directors shall a on dates to be determined by it, upon call of the President, of any elected officer of the Association at the written reques not less than forty (40) per cent of the qualified Directors.

Section 4—Notice of Meetings: Notice of all meetings of the sociation or its Board of Directors must be issued by the Exect Secretary not later than thirty (30) days in advance thereo such be a special meeting, said notice must be accompanied statement of the purpose of such meeting and no other bus shall be considered other than that specifically stated.

Section 5—Quorum: A quorum for any duly called regula special meeting of the Association shall be twenty (20) per of the members in good standing. A quorum for any regula special meeting of the Board of Directors shall be a majorit the qualified Directors. A simple majority of the accredited cast at any regular or special meeting of the membership or B of Directors shall be necessary for the approval of any ques except as otherwise provided in these Bylaws.

RG&E GARDEN SHOW

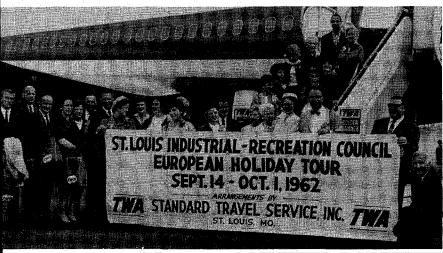
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Industry relaxes with LEATHERCRAFT! Industrial Recreation Directors the world over find this BIG LEATHERCRAFT CATALOG the key to employe relaxation! Time and time again



they report building an interesting and well-received employe crafts program with the help of this catalog and the 110 Tandy Store Managers located across the country! Leathercraft is easy and fun to learn. No specialized facilities are needed... tools are inexpensive... the work is clean and easy on the maintenance budget! Get your free copy now! Cram-full of money-saving ideas for your company!

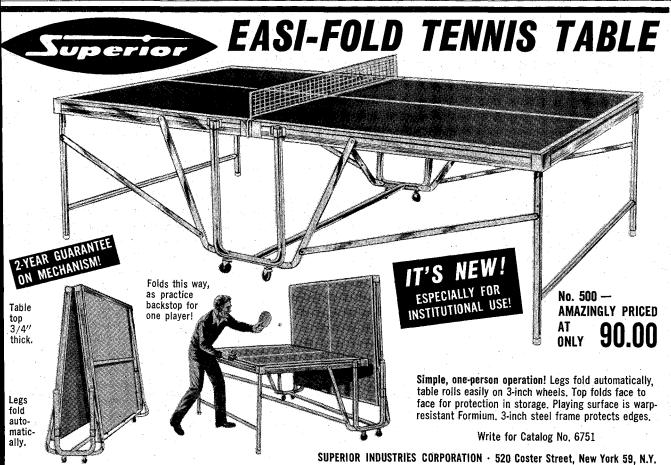
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Every month Recreation Ma agement offers the best coverage of the industrial re reation field. Also, the NII Newsletter and Idea Clinic co tain new ideas to help bu programs.

CONTESTS

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INDUSTRIAL

RECREATION

ASSOCIATION

To help build greater employ participation, NIRA annua promotes a number of athle and hobby contests.

INDUSTRY ITEMS

\$1,000 FIRST PRIZE

sestimated \$1,000 will be offered as st prize this year to the industrial m that wins the 16th Annual Bowlg Tournament, co-sponsored by the tional Industrial Recreation Associan and the Ford Employees Bowling sociation.

The tournament will be held Februy 23-24 at the Satellite Bowl (pic-



e), Inkster, Mich. Additional dates March 2-3 will be used if needed.

Contestants will bowl six games ee on Saturday (the 23rd) and ee on Sunday (the 24th). Entry fee \$40 per team.

For more information, contact mry Detz, Tournament Secretary, r Employes Bowling Association, creation Unit, Central Office Bldg., nerican Road, Room #45, Dearborn, ch.

DOG OBEDIENCE CLASS

dog school for obedience training being held each week at the Cone lls Corp. recreation center in Greensro, N. C.

The obedience course is sponsored the Carolina Dog Training Club d the Greensboro Parks & Recrean Dept. A small fee is charged for course. Recommended for the tree is a textbook entitled: Training u To Train Your Dog.



Her and her 'genuine cowhide' bowling ball bag."

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POSITIONS WANTED

Desire position in recreation field. Army overseas division for past year as staff sports director. Background includes coaching, physical education and recreation supervision. Also newspaper work. Many athletic skills. College degree.

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National Industrial Team Tournament

\$12,500.00

GUARANTEED

Estimated Prize Fund, \$100,000.00 Prize List, 1962—\$77,669.25

ABC Sanctioned—3,571 teams—17,855 individuals participated

Entry Fee \$35.00 Complete

NOTE!! (All bowlers must be employed by same industrial firm, or business establishment. Part time employees not eligible.) Employees of Bowling Establishments or Bowling Supply Houses are not eligible.

MARCH 23—JUNE 2 (WEEK ENDS)

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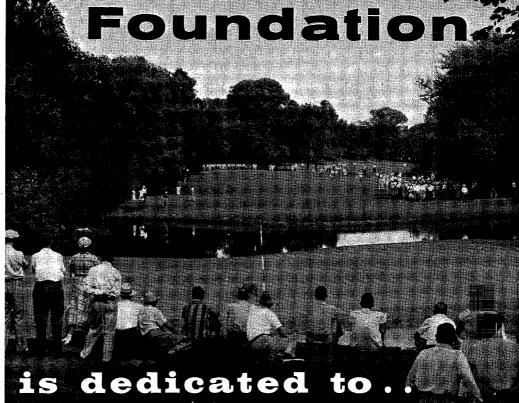
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National Industrial Recreation Association

BYLAWS

ARTICLE I-NAME

tion 1—Name: This Corporation shall be known as the National ustrial Recreation Association. It shall be a non-stock, non-profit poration.

tion 2—Offices: The principal offices of the Association shall be such locations as may be determined by the Board of Directors

tion 3—Insignia: The Association shall have such official insignia he Board of Directors may determine.

ARTICLE II—PURPOSE

tion 1—Aims and Objectives: The aims and objectives of the Asation shall be to further the development of employee recreation a benefit to the community, to industrial and commercial firms to their employees; and as a means of improving relations been management and employees and between the employees them-

order to effectuate these purposes, the Association shall serve as learing house for the dissemination of information and ideas on oloyee recreation; shall assist its members in the solution of their cific recreational problems; and shall perform such other services may be required to bring about better understanding and accepte of employee recreation.

ARTICLE III—MEMBERSHIP

- tion 1—Classification of Membership: Membership in this Asation shall be divided into seven (7) classifications, as follows:
- ype A—Company memberships shall be available to those industrial and commercial firms and corporations or the employee recreation associations thereof, who are interested in the development and maintenance of employee recreation facilities and programs.
- ype B—Individual memberships shall be available to individuals interested in Association activities and objectives who are not connected with an industrial or commercial firm or corporation or an employee organization.
- ype C—Associate memberships shall be available to industrial and commercial firms and corporations and to trade associations or other organizations interested in the growth of employee recreation or in contributing funds for the development of specific projects or phases of employee recreation programs.
- ype D-Affiliate memberships shall be available to other associations or organizations whose purposes are consistent with or related to those of this Association. These may include local amusement parks, sporting goods dealers, bowling establishments, etc.
- /pe E—Honorary memberships may be conferred upon persons rendering outstanding contributions to the industrial recreation movement, or related fields.
 - e F—Student memberships shall be available to students majoring or minoring in the field of recreation at a college or university where such training is offered.
- pe G-Industrial Recreation Council affiliation memberships are open to cities who have organized councils or associations comprised of business and industry in a given area.
- applications for membership shall be subject to the approval of Executive Committee.
- on 2—Membership Fees: Annual membership fees in the Astion shall become due and payable on acceptance of a memberand thereafter on the first day of the calendar month following nniversary of the original acceptance of the membership accordo the following schedule:

B—Companies with from 1,001 to 5,000 employees	35.00 65.00
Type B-Individual Memberships	15,00
Type C—Associate Memberships	50.00
Type D—Affiliate Memberships	00.00
Type E—Honorary MembershipsNo	o fee.
Type F—Student Memberships	2.00
Type G-Industrial Recreation Council Affiliation	15.00

Section 3—Rights and Privileges of Membership: All members of the Association in good standing shall be eligible to all rights and privileges of membership as established by the Bylaws and, from time to time, by the Board of Directors, except that:

- (a) Company members shall have the sole right to vote on affairs of the Association through their duly designated and accredited representatives at the rate of one vote per membership.
- (b) Duly authorized officers or executives representing Company members shall have the sole right to hold an elective office or directorship of the Association. This right shall automatically terminate 60 days after an officer or director ceases to be in the employ of the company he represents, unless within 60 days he again becomes the representative of a Company member.
- (c) Non-voting branch and/or division firms are not eligible to vote or hold office.
- (d) Not more than two members of the Board of Directors shall be from the same member company or its subsidiaries.
- (e) If the designated company representative is unable to attend the annual meeting, it is the member company's duty to notify the executive secretary in writing 24 hours prior to the annual meeting, and the individual voting in his stead must be employed by the member company for which he is voting.

Section 4—Delinquency and Termination of Membership: Any member failing to pay annual dues within ninety (90) days after due date shall be considered delinquent and dropped from membership in the Association. Memberships terminated by reason of delinquency may be restored within the ensuing year upon payment of one year's dues from the beginning of the delinquent period, upon the approval of the Executive Committee.

ARTICLE IV—OFFICERS

Section 1—Officers: The officers of this Association shall be President, four (4) Vice-Presidents, a Treasurer, Director of Research and Education and an Executive Secretary.

- (a) The President and four Vice-Presidents shall be elected from the Board of Directors by the Members in good standing as hereinafter provided.
- (b) The Treasurer shall be appointed by the President, with the approval of the Board of Directors, following the annual election of officers.
- (c) The Executive Secretary shall be appointed by the Executive

Committee, with the approval of the Board of Directors, and shall hold office until his resignation or removal by the Board of Directors.

(d) The Director of Research and Education shall be appointed by the President, with the approval of the Board of Directors, following the annual election of officers.

Section 2—Duties of Officers Generally: The duties and powers of the officers of the Association shall be such as are by general usage indicated by the title of the respective offices except as may be otherwise specified by these Bylaws or prescribed by the Board of Directors

- (a) President: The President shall act as presiding officer of the Executive Committee, Board of Directors and general meetings of the Association. He shall perform such other duties as are by general usage indicated by the title and specified or prescribed by these Bylaws or the Board of Directors.
- (b) Vice Presidents: Each Vice President shall be placed in full charge of a specific phase of the general program of the Association, with the approval of the Board of Directors, and shall perform such other duties as may be prescribed.
- (c) Treasurer: The Treasurer shall have general supervision over all funds and assets of the Association and shall cause to be kept full and accurate records of all receipts and disbursements. He shall render to the Board of Directors, at periodic intervals, an account of the financial condition of the Association and shall prepare and submit for approval of the Board of Directors the budget of the Association. The Treasurer shall also perform such other functions as the Board of Directors may direct from time to time.
- (d) Executive Secretary: The Executive Secretary shall, with the advice and counsel of the President, Executive Committee and Board of Directors, be in charge of the operation of the Association's executive offices and shall be responsible for and empowered to conduct details of Association operations according to policies and regulations established by the Board of Directors. He shall be a member, ex-officio, of the Board of Directors, Executive Committee and all other committees and maintain full records and minutes thereof. He shall give notice of all meetings of members or Directors when and as herein provided and shall perform such other duties as may be prescribed by the Board of Directors from time to time. The Executive Secretary shall be bonded to an amount established by the Board of Directors. The Executive Secretary shall be required to report to the Board of Directors annually as to the progress of the Association since the last annual meeting.
- (e) Director of Research and Education: The Director of Research and Education shall, with the advice and counsel of the President, the Executive Committee and the Board of Directors, be in charge of all research projects and educational activities of the Association and shall perform such duties as may be prescribed by the Board of Directors from time to time.

Section 3—Vacancies in Office: If the office of President or any other elective office of the Association become vacant by death, resignation, disability or otherwise, the Executive Committee shall nominate one or more persons for the unexpired term for which the vacancy exists. Names of such nominees shall be submitted by referendum to the Board of Directors of the Association and all votes must be cast within the period specified in the notice of the referendum vote. No nominee shall be declared elected to the vacancy unless he shall receive a majority of the votes cast by Directors of the Association. In the interim period the office of President shall be filled by the immediate Past-President.

Section 4—Term of Office: All elected officers of the Association shall serve for a period of two years or until their successors are duly qualified and elected. The Treasurer and Director of Research shall serve for one year or until a successor has been appointed. The President of the Association is eligible for re-election as president five years after the year of his previous election to the office of president.

ARTICLE V—DIRECTORS

Section 1—Number of Directors: The control of this Association shall be vested in a Board of Directors which shall consist of duly elected board members of the Association in good standing, the immediate Past-President, and the duly appointed Director of Research and Education and the Treasurer.

Section 2—Duties and Powers of Directors: It shall be the duty of the Board of Directors to control and direct the affairs of the

Association and its property. It shall have the power to perform such other functions as are generally indicated by its name a do all lawful acts and things as are not, by these Bylaws, direct to be exercised by the members.

Section 3—Vacancies on the Board of Directors: If, for any reason whatsoever, a Directorship of the Association becomes vacant, Executive Committee shall nominate one or more persons for unexpired term for which the vacancy exists and submit such not nations to the Board of Directors for referendum vote. No noming shall be declared elected to the vacancy unless he shall receive majority of the qualified votes cast within a period specified in notice of such vote.

Section 4—Term of Office: The elective Directors of the Association shall serve for a period of two years or until their successors are dequalified and elected at the annual regional meeting. The to number of Directors will be based on the number of comparememberships within each region, as of 24 hours prior to the day the annual regional meeting, not to exceed a total of four Direct per region.

- (a) Regions with up to 50 member companies shall be represented by a total of two (2) Directors.
- (b) Regions with 51 to 75 member companies shall be represented by a total of three (3) Directors.
- (c) Regions with 76 to 100 member companies shall be represented by a total of four (4) Directors.

Section 5—Eight Geographic Regions: For voting purposes the eigeographic regions of the United States, Canada, Saudi Ara and Mexico, are as follows: (See map on page 4.)

Region One (East): The States of Maine, New Hampshire, V mont, Massachusetts, Connecticut, Rhode Island, New York, N Jersey and Saudi Arabia.

Region Two (Mid-East): The States of Pennsylvania, Maryla Delaware, Ohio, Kentucky, Virginia, West Virginia and Dist of Columbia.

Region Three (Midwest): The States of Michigan, Indiana Illinois.

Region Four (South): The States of Tennessee, North Carol South Carolina, Mississippi, Alabama, Georgia and Florida.

Region Five (Northwest): The States of Wisconsin, Minnes Iowa, North Dakota, South Dakota, Nebraska, Montana, Wyom Washington, Idaho, Oregon and Alaska.

Region Six (Southwest): The States of Kansas, Missouri, Ohoma, Arkansas, Texas, Louisiana and Mexico.

Region Seven (West): The States of California, Nevada, U Arizona, Colorado, New Mexico and Hawaii.

Region Eight (Dominion of Canada): The Provinces of Alberitish Columbia, Manitoba, New Brunswick, Nova Scotia, Onte Prince Edward Island, Quebec, Newfoundland and Saskatchev

ARTICLE VI—MEETINGS

Section 1—Annual Meeting: The time and place of the an meeting of the Association shall be determined by the Board Directors or, at their direction, by the Executive Committee.

Section 2—Special Membership Meetings: Special meetings of membership may be called by the President with the approva the Board of Directors, by the Board of Directors, or by elected officer of the Association at the written request of less than forty (40) per cent of the members in good standing

Section 3—Directors' Meetings: The Board of Directors shall a on dates to be determined by it, upon call of the President, of any elected officer of the Association at the written reques not less than forty (40) per cent of the qualified Directors.

Section 4—Notice of Meetings: Notice of all meetings of the sociation or its Board of Directors must be issued by the Exect Secretary not later than thirty (30) days in advance thereo such be a special meeting, said notice must be accompanied statement of the purpose of such meeting and no other bus shall be considered other than that specifically stated.

Section 5—Quorum: A quorum for any duly called regula special meeting of the Association shall be twenty (20) per of the members in good standing. A quorum for any regula special meeting of the Board of Directors shall be a majorit the qualified Directors. A simple majority of the accredited cast at any regular or special meeting of the membership or B of Directors shall be necessary for the approval of any ques except as otherwise provided in these Bylaws.

ARTICLE VII—COMMITTEES

tion 1—Executive Committee: There shall be an Executive imittee composed of the President, the Vice-Presidents, the assurer, the immediate Past-President and the Executive Secrethe latter ex-officio. The Executive Committee shall meet on is to be determined by it, upon the call of the President or a majority of its number. During intervals between meetings the Board of Directors the Executive Committee shall advise and aid the individual officers of the Association and shall erally perform such duties and exercise such powers as may delegated by the Board of Directors. A quorum for any meeting he Executive Committee shall be a majority of that committee. tion 2—Advisory Committee: The President shall appoint an isory committee of not less than three individuals from the -presidents who shall be available for such duties as he may

cion 3—Nominating Committee: The President shall appoint Chairman of the Nominating Committee not less than ninety days preceeding the annual meeting of the Association. The irman shall choose his own committee, of not less than five (5) abers, from among the members in good standing giving due sideration to the geographical distribution of the membership, committee should also represent a true cross-section of the abership as far as is possible. The Nominating Committee shall cit suggestions from the membership and present a suggested e of officers to be voted upon at the annual meeting. (This is e by the most recently elected regional director who polls his on and reports the results to the chairman.)

tion 4-Resolutions Committee: A Resolutions Committee shall appointed by the President at such time and in such manner he may determine except that the Chairman shall be named the approval of the Executive Committee.

Other Committees: The President shall have the power appoint such other special or standing committees as may be med necessary to the best interests of the Association except may be otherwise provided by these Bylaws.

ARTICLE VIII—ELECTIONS

tion 1—Recommendations: Sixty (60) days prior to the annual ting the Executive Secretary shall issue, to all members in good ding, announcement of the appointment of the Chairman of Nominating Committee, and invite written recommendations for elective offices and directorships of the Association which shall ome vacant at the forthcoming annual meeting. Such written ommendations, to be considered by the Nominating Committee, at be received in the Executive Offices of the Association not r than ten (10) days prior to the annual meeting.

tion 2—Number of Nominees: The Nominating Committee shall unate not less than one candidate for each elective office and ctorship of the Association. Immediately following the report of the Nominating Committee, in the order specified herein, additional nominations for the Board may be made from the floor by voting members located in the same region as the person they nominate. All present elected Board members and incoming directors, except the president, are eligible to run for the presidency. Potential candidates for President will file their credentials at the National Office at least sixty (60) days prior to the annual meeting. Credentials to include company approval, NIRA record, biography and recent photograph. In the event that no candidate or only one files his intention to run for this office, nominating chairman shall act to select acceptable candidates. No person shall be nominated for any office or directorship without that person's consent.

Section 3—Order of Nomination and Election: The order of nomina-

tion and election shall be as follows:

(a) Directors at eight (8) scheduled regional meetings, preceding

annual meeting.

(b) President at annual meeting.

(c) Four (4) Vice-Presidents at annual meeting.
Section 4—Voting: Voting shall be by written ballot except where the number of candidates does not exceed the number of vacancies. President: The candidate receiving the highest number of votes for the office of President shall be declared elected.

Directors: The candidate for Director in each of the Eight Regions receiving the highest number of votes cast in his Region at the annual regional meeting shall be declared elected.

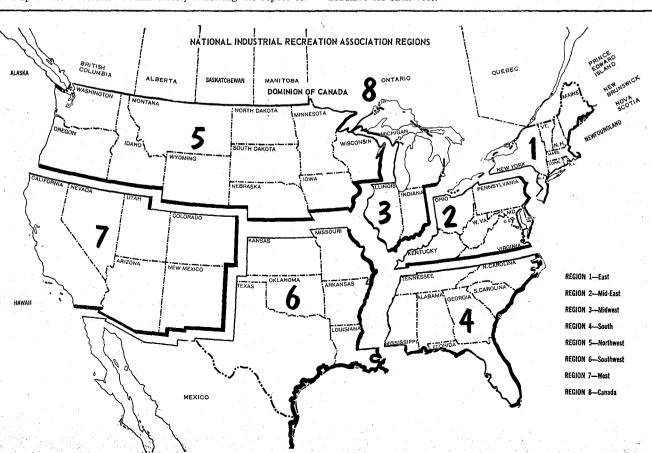
(a) If three Directors are to be elected, the two Directors receiving the greatest number of votes will be elected for two year terms and the third Director will serve for a one year term.

If the President-elect has an unexpired Board term, it will be filled automatically by the runner up in his region's election

Vice-Presidents: If the number of candidates for Vice-Presidents exceeds four (4), then the four receiving the highest number of votes shall be declared elected.

ARTICLE IX—AMENDMENTS

Section 1—Amendment by Meetings: These Bylaws may be amended at any meeting of the Association upon the affirmative vote of two-thirds of the accredited members present and entitled to vote provided that a copy of the proposed amendment for consideration at such meeting shall have been mailed, together with notice of the time and place of said meeting, to every member in good standing not less than twenty-one (21) days prior thereto. Section 2—Amendments by Referendum: These Bylaws may also be amended by referendum upon the affirmative vote of two-thirds of the members voting, provided that the form, content and dates of such referendum shall have been approved by a two-thirds majority of the Board of Directors, and provided that a copy of the proposed amendment shall have been mailed to each member in the date of the proposed amendment of the proposed amendment shall have been mailed to each member that the date of the proposed amendment of in good standing not less than twenty-one (21) days prior to the deadline for such vote.



THE AMATEUR SOFTBALL ASSOCIATION OF AMERICA

SALUTES INDUSTRY IN SPORTS

Governing body of softball in the United States, and affiliated with the International Softball Federation, United States Olympic Association, Amateur Athletic Union, National Recreation Association and National Industrial Recreation Association. A not for profit corporation, incorporated and dedicated to develop and perpetuate interest in softball and to further the spirit of sportsmanship among the youth of America.

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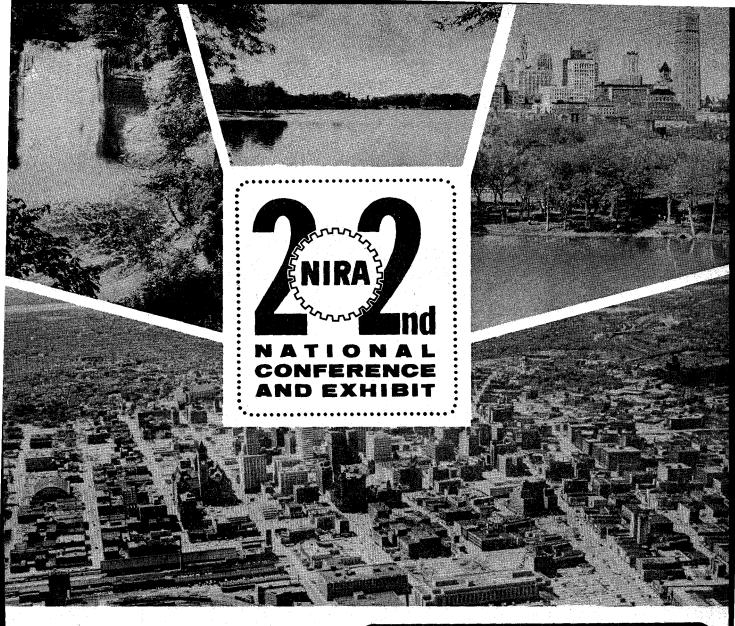
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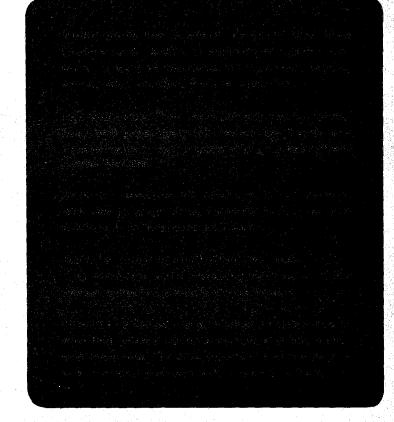


egistration fees: \$40.00 for NIRA company d branch members, \$50.00 for non-memers. These wrap up a bargain package which cludes three luncheons, the annual NIRA anquet & Floor Show, the opening reception, d many other outstanding extras.

nom rates at the headquarters Pick-Nicollet otel run from \$8.75 to \$14.50 for a single, d \$11.75 to \$17.50 for a double.

ives program will feature special sight-seeg tours, a fashion show, luncheons, and her interesting activities as well as the events fered on the regular conference program. Egistration fee: \$20.00.

MAY 19·20·21·1963 INNEAPOLIS, MINNESOTA





It's a thrill to see it happen. Men from the front office, girls from the steno pool, men from the factory and women from the assembly line: put them on the lanes and ties and coveralls disappear... because there are no blue collars or white collars on a bowling team. All that matters is working together to build a score. That is the spirit of teamwork that bowling builds.

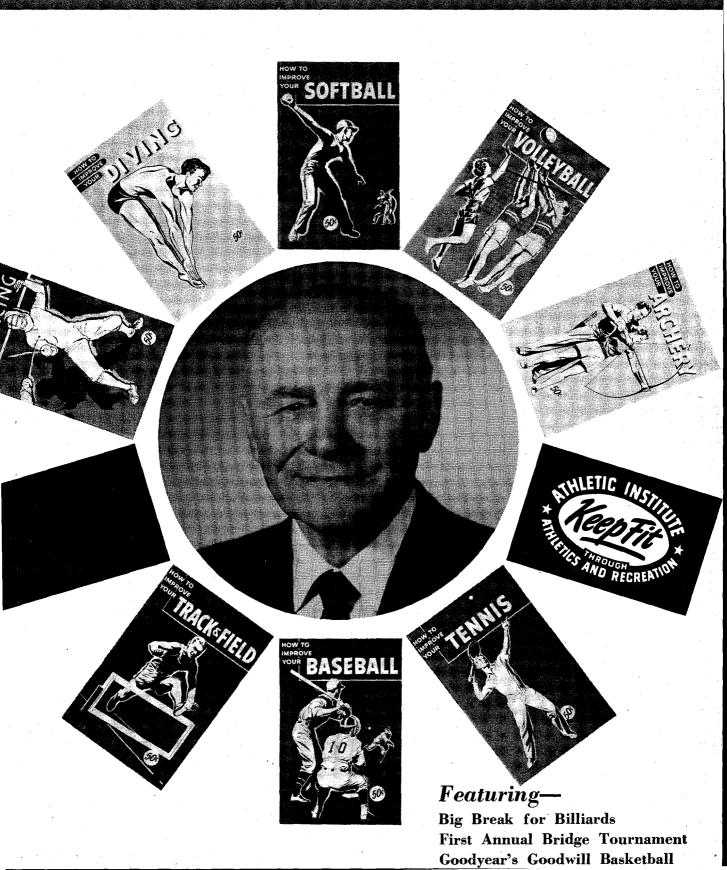
Everywhere, at every time of the day or night, bowling builds a spirit of teamwork that is reflected in better company relations every day! This is because bowling is universal. Young and old, men and women, novice and expert . . . everyone loves to bowl. And, bowling is

one of the least expensive company-sponsored sport Let bowling work for you!

If you would like more information on how you organize bowling league activity in your company, we the Brunswick Corporation, Recreation Department 623 South Wabash Avenue, Chicago 5, Illinois.



Recreation Management





It's a thrill to see it happen. Men from the front office, girls from the steno pool, men from the factory and women from the assembly line: put them on the lanes and ties and coveralls disappear... because there are no blue collars or white collars on a bowling team. All that matters is working together to build a score. That is the spirit of teamwork that bowling builds.

Everywhere, at every time of the day or night, bowling builds a spirit of teamwork that is reflected in better company relations every day! This is because bowling is universal. Young and old, men and women, novice and expert . . . everyone loves to bowl. And, bowling is

one of the least expensive company-sponsored sp Let bowling work for you!

If you would like more information on how you organize bowling league activity in your company, we the Brunswick Corporation, Recreation Department 623 South Wabash Avenue, Chicago 5, Illinois.



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CHIATION MANAGER OTHY B. MORRISON JANUARY 1963

Volume 6, Number 1

As R/M begins its sixth year as the voice of sound recreation management in the United States, it salutes Colonel Ted Bank, for many years a leader in American athletics.



RECREATION IN BUSINESS AND INDUS

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signs of the times...

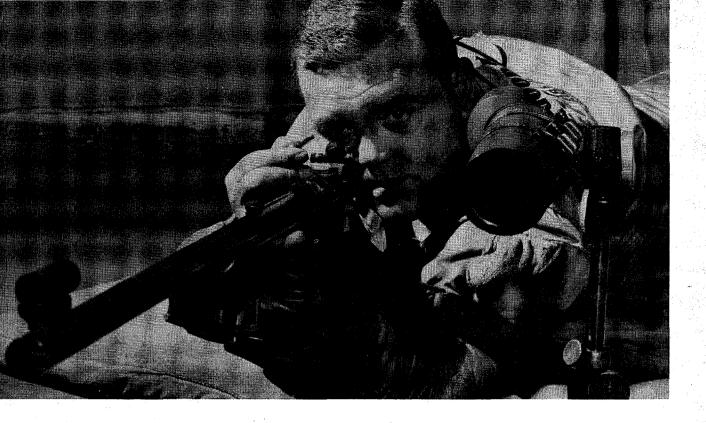
SKI INDUSTRY TO GET BIG FINANCIAL LIFT. The ski industry will experience a banner season, according to its spokesmen, if snow conditions are good this winer. Most New England ski lodges were booked solid for the '62 Yule season many weeks earlier than last year. New Hampshire is predicting an increase of \$3 million, bringin the total that skiers spend in that state to \$15 million this season Colorado looks for an increase of \$10 million over last season, to a grand total of \$50 million. But if the number of skiers is on the increase, so is the tab for participating in the sport. Lodges are hiking prices in most areas. Ski apparel, too, is somewhat more expensive. And, alas, increased production costs have even forced up the price of skis by 10 per cent.

FIRES OF LOVE SPUTTER IN BLUBBER. The editor of LAB-ORATORY, staff publication of the Jet Propulsion Laboratory, California Institute of Technology, recently received a letter from an anonymous wife who heckled hefty husbands. It was a plea for plain potatoes and an exhortation for exercise to keep the male trim and healthy. And if fear of physical ailments and early death were not enough, could they be persuaded out of their paunches, the nameless lady asked. "Try to contemplate our dismay when we, feeling in a romantic mood, attempt to snuggle up to them, only to be foiled by a protruding shelf of blubber. The fires of love are sputtering, but we want to have them blazing again."

UNCLE SAM PADLOCKS PADDOCK POOLS. Paddock of California, the oldest and once most respected name in swimming pools, is out of business with apparently only a slight hope of opening again. After several years of severe financial setbacks, the U.S. Treasury has padlocked the firm's Van Nuys (Calif.) offices and seized assets to assure pay ment of \$45,303 in back taxes. What caused the once prosperous company to falter, fall behind its competition, and finally fold? Inside sources claim Paddock failed in research and development; coasted on its reputation; began using inferior materials; alienated promising young trainees; fell down on merchandising and assistance to builders and dealers, and generally mismanaged finances. A pretty convincing indictment of the "How to succeed in business without really trying" point of view.

DAVEY JONES' POSTAL LOCKER. Travelers who visit Aquarena, a Texas aquatic resort on the San Marcos River, enter an airtight, floating theatre and prepare for a trip with Davey Jones. The theatre takes water into its ballast tanks and the craft submerges below the surface for an hour long show by water ballerinas, a clown, some fish, and a diving pig. While the show goes on, busy postmen stamp, sort, and bag the visitors' mail aboard the theatre, in the watery depths of the San Marcos. Aquarena claims one of the most unique meter stamp ads in the U.S.: "Mailed under water at Aquarena."

YOU CAN'T WALK OFF THAT BAY WINDOW. Walking is good exercise but it contributes little toward developing and maintaining strength in the abdominal muscles. Other exercises are needed. Sit-ups, for instance Failure to keep these muscles toned up may be the reason so many people have bay windows or low backache, according to Dr. Frederick J. Sheffield, of Tacoma, Washington.



Industry's Sharpshooters Take Aim At '63 Postal Shooting Matches

NDUSTRY'S SHARPSHOOTERS are setting their sights on the fifth annual postal shooting matches co-sponsored the National Industrial Recreation Association and the ational Rifle Association of America.

Brochures containing the official entry forms and contest les have already been mailed to all NIRA member comnies by the National Rifle Association.

To enter the competition, complete the form and mail it the National Rifle Association, Program Division, 1600 ode Island Ave., N.W., Washington, D.C.

By return mail you will receive registered targets, and you ll have until midnight, April 30, to fire the targets on your orite range and return them to NRA for judging.

No travel or time away from the job is required, because ch company conveniently schedules its firing during the ir-month contest period.

Eight different matches are offered in competition:

- Individual .22 calibre rimfire rifle
- Team .22 calibre rimfire rifle
- Individual .22 calibre rimfire pistol
- Team .22 calibre rimfire pistol
- Individual CO₂ gas-operated rifle
- Team CO₂ gas-operated rifle
- Individual CO₂ gas-operated pistol
- Team CO₂ gas-operated pistol

Rules for individual and team .22 rifle matches call for 10 ts prone and 10 shots standing at 50 feet. Pistol matches uire 20 shots standing at 50 feet.

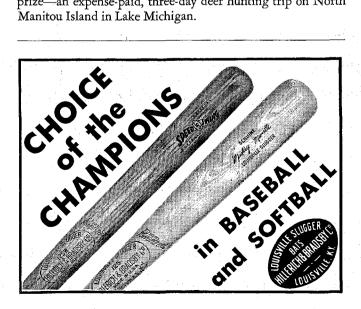
For CO₂ events, a firing distance of 25 feet is specified. ry fees are nominal—\$1 is all it costs to enter as an indiual; \$4, for a four-man team.

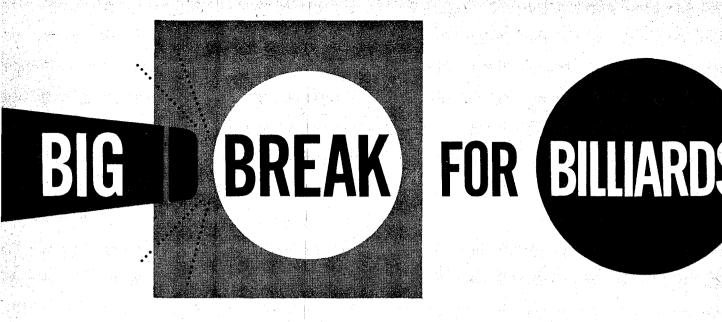
National and regional champions will be named at the 22nd Annual NIRA Conference and Exhibit, May 19-21, in Minneapolis, Minn.

At that time, trophies will be awarded to winners of each of the eight matches. Individual regional awards will be made on the basis of one for every 10 entries from each of the eight NIRA regions.

Team and national awards will be presented on a similar basis, while members of championship teams will also receive individual trophies.

The national rifle champion will be given a special bonus prize—an expense-paid, three-day deer hunting trip on North Manitou Island in Lake Michigan.







as industrial billiard leagues are forming in key U.S. cities, America prepares to chalk up

THE POPULARITY SEESAW OF BILLIARDS in the past 40 years is nearly a world-of-sports epic.

Interest in chalk and cue spurted during the Twenties, faltered and fell off during the Thirties, and made a modest comeback in the Fifties.

If present indicators can be taken at face value, the Sixties will see the greatest rise of enthusiasm for billiards in this century.

Billiards isn't a modern form of recreation. In Shakespeare's tale of Anthony and Cleopatra, the fabled Egyption princess says to her lady in waiting, "Come let us to billiards, Charmain."

It may not be proof that the pyramid builders played pool, but the Elizabethans, we are certain, did play it at

The present rise in billiard interest is undoubtedly traceable to the fact that Americans have increasingly more leisure time today. There are now more than 500,000 pool tables in private homes in the U.S., an increase of 50 per cent in the past five years.

LIFE magazine points out that billiards revenue has jumped from \$72 million to \$110 million in the past four

Bowling establishments hurt billiards during their fantastic rise to popularity in the past two decades. Now they are playing a key role in billiards' revival.

In many new bowling establishments across the nation ultra modern billiard rooms are being built. One leading manufacturer of billiards equipment admits that his company is already three months behind on orders to bowling proprietors.

Bowling lanes equipped with billiard tables will be able to do more than just give bowlers something to do

while they are waiting for lanes.

Many groups, including employe recreation represen tives from many companies, are already considering formation of leagues.

At least one company, Martin Company of Orland Fla. (Aerospace Division of Martin-Marietta) has tak the lead in developing billiard leagues for its employe

Martin's Recreation Administrator Clifford A. Kir Ir., got the idea for the company billiard league when t local bowling establishments opened billiard rooms augment their recreation facilities.

Cliff began his league just six months ago in June, 190 Already the Martin Company has two men's leagues, of with eight teams, the other with twelve.

Cliff runs his billiard leagues just like the compa bowling leagues and their seasons could in fact coinci Players meet and decide on the amount of the prize fu and its distribution and other details of league play specifically covered by the rules.

The league elects officers, including a secretary, who paid 10 cents per player for keeping and posting wee records. As in bowling, there is a good deal of work of nected with the secretary's job.

Martin developed its own method of scoring, try many different tacks before finally deciding on the ri one for their leagues. Their present system of handiscoring, Cliff says, makes the game exciting right down the last shot.

Cliff feels that as the league develops, there might many changes made. "After all," he says, "we are t neering in this sort of thing.'

Experts with the cue stick will attest that getting i (continued on page 8)





Above: The Martin Billiard League in action.

Clifford King (left), recreation director for the Martin Company of Orlando, Fla., organized what may have been the first industrial billiard league in the nation in June, 1962.

NIRA Rules Sampler . . .

MARTIN BILLIARD LEAGUES Martin Company—Orlando, Fla.

Clifford A. King, Jr. **Rereation Administrator**

les of Play

All matches must begin within 15 minutes of the designated starting time. Any team not ready for play within this time will forfeit to the team ready to play.

A team winning by a forfeit and not having a "total balls" score for the evening will have the scores of all proceeding matches averaged for a recorded score on the forfeit game.

The winner of the league is determind on the won-lost record. In cases of ties, the team with the highest "total balls" will win.

Play may be either scratch or handicap.

Runs may be limited by vote of a league.
The "Official Rules of 14.1 Continuous Pocket Billiards" will govern all play not specifically covered by these rules.

ındicaps

A handicap will be determined on the basis of 70 per cent of the difference between the highest average of the league in question and the individual's score who desires the handicap.

At least five matches of scratch play must be recorded to establish an individual's score who desires the handicap.

For establishing a league handicap, five matches or the last league completed, whichever is applicable, shall be the basis of determining the individual's average.

ague and Team Organization

All teams shall be composed of two players. In a mixed league, one man and one woman shall constitute a team.

Leagues must consist of an even number of teams, with a minimum of six Teams and a maximum of sixteen constituting a league. If more than sixteen teams desire to enter a league, an "A" and "B" division may be formed provided these divisions conform to requirements of eague size.

One man per team may be substituted if designated to the league ecretary before the end of the work day on which the match is olayed.

ards

n amount (to be decided by the league) will be collected over and e the table fee and will be deposited toward the league's prize . Cash awards will be made for: 1st place team, 2nd place team, team game, high individual game, longest run, and total balls.

Schedule and Scoring

- 1. Each league will play a round robin schedule. Any number of rounds may be played, but each team must be played an equal number of times.
- 2. For the purpose of scoring, a game will consist of ten frames. Each player's turn (each time he shoots in turn) will constitute a frame.
- 3. A player continues to shoot until he misses. When he misses, he will have completed his turn.
- On the score sheet, each frame is divided into two blocks. The large (lower) block is for recording the number of balls made each frame. The small (upper) block is for recording the running total. Each evening's match will consist of three games.
- 6. Scoring will be as follows:
- a, Winner of each game—1 point
 - b. Largest total balls—1 point
- c. Total points awarded each match-4 points
- d. In case of ties, 1/2 point is awarded to each of the two teams.
- 7. Each table is responsible for keeping its score and reporting results following the match to league secretary. All score boards must be turned in to the league secretary following each match
- 8. Weekly standings will be posted and available for player distribution on succeeding nights of play.

POCKET BILLIARDS LEAGUE SCORE SHEET

		. ,	3	3	4	7	8	10	- 11	10 14	TOTAL
Joe Doaks	1	O	2	0	1	3	1	2	1	3	14
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Jim Jones	Ó	3	1	1	2	J	0	٥	2	3	13

		3	6	8 12	12 15	16 18	19 TOTA
goe Dow	ks ;	2 1	3 2	2 4	0 3	1 2	ı 19
gim go		1	6	8 III 2 3	15 16	17 19	21

NAME										10	
	210	- 4	6	. 7	. 7	- 11	16	17	19	22	TOTAL
Joe Doaks	1	3	2	1	0	4	5	1	2	3	22
0. 0 4		3	4	7	8	10	12	13	16	17	
Jim Jones	1	2	1	3	1	2	2	1	3	1	17

As illustrated above, Joe Doaks, who represents one team in the sample score sheet, won two of the three games of the match. He is awarded a point for each game he won and a point for having the highest total number of balls. Final score: Doaks, 3; Jones, 1.

shape for billiards is not a snap.

Billiards is actually one of the most scientific of games. It requires superlative control of the nerves, as well as coordination of the body's complicated muscular system.

During a prolonged period of play a billiardist may walk from one to three miles, or stand poised with flexed muscles over many a difficult shot.

Champion billiardists sometimes spend many hours each day attuning their bodies to the rigors of their sport.

Some take daily runs, practice bending exercises, twirl objects to aid muscles in their forearms and wrists, and strengthen finger muscles by squeezing rubber balls.

At Martin, and other companies which will soon add billiards to their recreation agenda, busy employes shoot billiards only for fun and don't have time to condition their bodies for championship play.

In fact Cliff has had requests from ladies in his company to develop a women's league. Within a short time at Martin, he says there will probably be both women's and mixed leagues, in addition to the men's leagues.

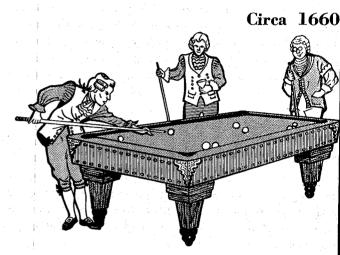
To Cliff's knowledge Martin is the first company in the country to organize a billiard league, though at least 44 NIRA member companies have billiard tables as part of their recreation facilities.

When Willie Mosconi, world champion billiardist, came to Orlando last summer to plug the sport and give a demonstration for the local billiard buffs, he told Cliff he heard rumors that sporting groups in various cities he visited were thinking about organizing billiard leagues.

"Really," said Cliff with mock surprise. "We've had two in operation here for the past three months."

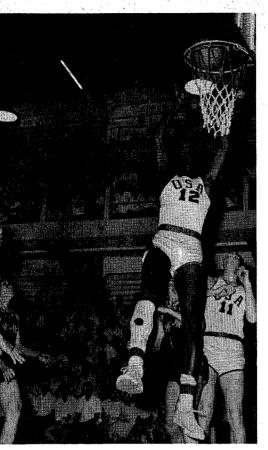
Billiards Today . . .

BIG **BREAK BILLIARDS**



Though Elizabethan gentlemen, according to accumulated evidence played billiards at their leisure, the sport never achieved the status a national pastime. Today the growing popularity of industrial billiar leagues for men and women is one factor which points to a billiard boom for the 1960s.





Goodyears in action against a Saigon team in late ember, 1962.

When you're part of a basketball team touring the Far East as ambassadors of good will for the United States, unusual and exciting things happen often. Here, in the third and final installment of the chronicle of their swing through Southeast Asia, the Akron Goodyears tell how they played ball in Rangoon in a swarm of insects so thick it hampered shooting . . . were invited out for an American Thanksgiving dinner—Burmese-style . . . adopted a group of homeless waifs in Laos.

A Goodwill Tour Of The Far East



by Chuck Bloedorn
Recreation Director
Goodyear Tire and Rubber Co.

INGAPORE—Nov. 21, 1962

Another nice day, but warm as usual, we boarded the plane for the trip to angoon. A large delegation saw us off the airport. One group from Goodar, one group from the Singapore Bastball Federation, and still another oup from the State Department.

We hated to leave Singapore. It was most interesting city. Flew K.L.M. into angkok and found out we had to spend e night there. Will be on our way to angoon tomorrow.

ANGOON-Nov. 22, 1962

Got up at 6 a.m. to catch our plane for ingoon. Welcomed at the Burma Airt by a large delegation. Twelve girls esented us with flowers. Stayed in anner old but beautiful hotel. Most of e woodwork is Chinese and is very unual and beautiful.

The weather here is hot, as usual. Feel are getting somewhat used to it.

All the team was invited out for anksgiving Dinner in American mes. The house I was in was situated a lake and the Thanksgiving dinner turkey with all the trimmings.

Won our 17th game beating the Burma

National Team by a score of 107 to 69. Another capacity house of 3,500 enthusiastic fans. Played indoors on a cement court. Could hardly see the baskets because of all the insects.

RANGOON—Nov. 23, 1962

Another beautiful day. Lots of sun but no rain and very warm. Visited the Zoo and some beautiful Buddha Temples here in Rangoon. A few of us met the ambassador to Burma, Mr. Everton. We had an interesting discussion on basketball and politics.

Later we had tea with Mr. and Mrs. Dave Hla, who is president of the Basketball Federation in Burma. He was educated at Dennison University and won letters there in basketball, baseball, football, track, and golf.

Conducted a clinic which was attended by more than 2,000 fans this evening. Played one half against their team, and another half between the Blues and Whites. Attended by a 3,500 capacity crowd. This program was really enjoyed by the crowd. They like basketball in Burma and want to learn more about the game.

Tomorrow we fly again to Bangkok, then to Laos.

VIENTIANE—Nov. 25, 1962

Left Bangkok early this morning for Vientiane, Laos. We hated to leave Bangkok as most of us like it better than most of the spots we had visited. The Thai people are friendly, always smiling and making you feel at home.

Arrived in Vientiane and greeted by a fairly large delegation. These people are starved for entertainment so we'll do all we can to show them a good time. Scheduled for three games in Laos and many clinics.

Conducted a clinic this afternoon and then most of the boys attended church and had dinner. The weather is still hot, but the people here are friendly and the food is good.

There are many Chinese and French in Vientiane. The Lao people are very similar to the Thai people.

LUANGPLABANG—Nov. 26, 1962

Left early this morning by plane from Vientiane for Luangplabang, Laos, which is the capital of Laos. It is a small city (25,000) but surrounded by beautiful scenery.

After a short tour the boys conducted (Continued on page 15)





Industrial recreation's

SPORTSMAN OF THE YEAR

IRA's 4th Annual Industrial Sportsman of the Year is Colonel Theodore P. Bank, president of The Athletic Institute.

In 1945, Colonel Bank left his assignment as Chief of the Army Athletic, Recreation and Physical Training Division to become president of The Athletic Institute, with head-quarters in Chicago.

In the seventeen years he has served as president of The Athletic Institute, he has done more to further the development of industrial and community sports recreation than any other man in America.

In this issue of R/M we include a report on the Institute's programs, outlining the importance of their work.

As NIRA's Industrial Sportsman of the Year, the Colonel joins an elite group of winners, including:

—Harvey Sterkel, champion softball pitcher of the Aurora Sealmasters, 1959;

—Ray Detrick, Goodyear Tire and Rubber Co., recreator who fostered the NIBL and National Industrial Bowling and Golf Championships, 1960;

—Andy Thon, Secretary of the 100-company Milwaukee County Industrial Recreation Council, sponsor of competition in sixteen sports activities, 1961.

With the finesse and tact of a born gin rummy player, head football coach and college professor all rolled into one, Colonel Bank has served as the vital common denominator between sporting goods manufacturers and recreation, health, and physical educators in the encouragement and development of community sports and recreation facilities and programs.

Born in Berne, Michigan, in 1897, he acquired his Bache-

Colonel Ted Bank

lor of Arts degree from the University of Michigan and Master of Arts degree from Tulane University.

His coaching career included all sports and physical education at Patterson High School, Patterson, La., 1925-29 assistant football, varsity baseball and boxing at Tulan University, 1929-35; and head coach and director of Athletics and Physical Education at the University of Idaho 1935-41.

As testimony of his work, the following honors have been bestowed upon him: Special Honor Award from the Societ of State Directors of Health, Physical Education and Recreation, 1951; Citation for Service to American Industrial Man power given by *The Industrial Sports Journal*, 1951; Fellow Award from the American Recreation Society, 1952; American Academy of Physical Education Award for Administration, 1955; President's Citation for Contributions to Athletics, Physical Education and Recreation, 1958.

These special assignments in the recreation field have bee entrusted to his care: director of the American Recreatio Foundation, and of Little League Baseball; chairman of th Baseball-for-All Committee; Eisenhower-Nixon Sports Committee; charter member of National Football Hall of Fam Association.

Colonel Bank holds offices and memberships in the following professional organizations: American Academy of Physical Education; American Baseball Coaches Association American College of Sports Medicine; American Recreation Society; American Association for Health, Physical Education and Recreation; American Institute of Park Executive American Camping Association; College Physical Education Association; National Football Coaches Association; National Recreation Association; Society of State Directors of Health Physical Education and Recreation; People-to-People Sport Committee; Citizens Advisory Committee to President Eisen hower's and President Kennedy's Youth Fitness Council; International Professional Advisory Committee of Internation Recreation Association, and the Fitness Committee—Both Scouts of America.

Long a champion of recreation for business and industrit was through the Colonel's influence that an initial gra of \$30,000 was given to the first NIRA president, Floy Eastwood, in 1943, to enable this association to set up national office and hire a full time executive secretary.

The Colonel's continued support is still evident in hexhibits at NIRA's National Conferences, his service as judge of the Helms Athletic Foundation Award, and demar as a keynote speaker at national and regional industrice recreation conferences.

NIRA is proud to salute Colonel Ted Bank—its 190 Industrial Sportsman of the Year.



a non-profit organization devoted to the advancement of athletics, physical education and recreation



THE ATHLETIC INSTITUTE

More Than a Quarter Century of Service

THE ATHLETIC INSTITUTE

The Athletic Institute, through the past quarter century, has concerned itself with increasing participation in athletics, physical education and recreation. Its activities have been directed toward building a physically strong America by encouraging the entire nation—both the young and old alike—to take part in some form of athletics, physical education or recreation, as part of their daily life.

In 1934, the Institute was formed by a group of manufacturers, who recognized that if America was to become more sports conscious, it would be necessary to initiate projects that would result in an expansion of sports participation, an increase in sporting facilities, and a greater awareness of the value of sports for the nation's youth.

Throughout its history, the Institute has served as a pioneer. By this we mean the Institute has served as a motivating force to the physical education profession, to school administrators, and others allied with the physical development of children, to include sports as an integral part of the school curriculum.

National Conferences Sponsored

Recognizing the lack of facilities as a major obstacle, The Athletic Institute, with the co-sponsorship of interested professional membership associations, financed a national workshop in 1946, which brought together experts from all sections of the country. The resulting publication, A Guide for Planning Facilities for Athletics, Recreation, Physical & Health Education, has received widespread distribution and has motivated a tremendous increase in facility construction. Another national conference was held in 1956, during which the planning facilities guide was completely revised. Both publications have been used by thousands. A third revision is currently being planned.

Several other national conferences financed by the Institute (either in whole, or in part), with the help of professional membership groups, have made similar significant contributions and have resulted in much-needed publications. The National Conference Report on Undergraduate Professional Preparation in Physical Education, Health Education, and Recreation and the Graduate Study Report in the same areas are used extensively by teacher training institutions, in the professional training institutions, in the professional preparation of coaches, physical educators and recreation personnel. The report on Physical Education for Children of Elementary School Age pointed up the need for an all-inclusive and well-rounded program of physical activities in the elementary schools of the United States. Thousands of copies of this

publication have been distributed to date, motivating considerable program expansion. In like manner, *Recreation for Community Living* and the text, *The Recreation Program*, are the results of workshops. Both publications have had tremendous effects in their respective spheres of influence.

The Institute's twenty-fifth year was marked with the publication of two new books—Exercise and Fitness and Equipment and Supplies. The former is a 248-page compilation of research papers presented at the Colloquium on Exercise and Fitness co-sponsored by The Athletic Institute and the University of Illinois. Leading authorities from the fields of medicine, physiology, physical education, nutrition and psychology presented their thinking to the distinguished members of the colloquium. This monumental work provides the latest research information for physical education students and teachers alike on this complex and intriguing field; it is anticipated that its impact will be tremendous. Equipment and Supplies is also the result of a co-sponsored workshop, by The Athletic Institute and the AAHPER, together with other national organizations. The book is designed to provide the maximum amount of practical information to solve the vexing problems of equipment and supplies maintenance, storage, amounts to order, etc. Coaches, athletic directors and physical educators do find this work a most valuable tool in solving the problems of selection, budgeting, procurement, utilization, accountability and maintenance. More recently, The Athletic Institute worked in conjunction with the American College of Sports Medicine during the 1960 Olympics in Rome with the result being a 400-page reference book, Health and Fitness in the Modern World, containing 44 research papers, which were presented by eminent authorities of the world. The Volunteer Coach-Leader is also a result of a workshop sponsored by The Athletic Institute. Here leaders from national youth sports groups participated. The publication contains valuable information for the volunteer youth leader and the non-professionally trained coaches of youth sports.

The sponsorship of such workshops by The Athletic Institute will continue, for we are dedicated to our aim of having every American share in the benefits of athletics, physical education and recreation. Guidance for such workshops is provided by members of interested professional groups, who serve on the Institute's board of directors and its 11-member advisory staff.

Motion Pictures and Slidefilms Produced

Motion picture production has figured prominently in The Athletic Institute's planning. Early endeavors in this field resulted in three color, sound, 16 mm motion pictures —Playtown, U.S.A.; \$1,000 for Recreation and Leaders for Leisure. These films have provided the inspiration for hundreds of American communities to take steps to initiate or expand sports, recreation facilities, programs and leadership. Television showings plus wide distribution of the films through rental or purchase have brought these concepts to an estimated audience in excess of 40 million people. The past few years have been marked by an expansion of the film program.

They Grow Up So Fast (which was financed and cosponsored by The Athletic Institute and professional membership associations in the field of physical education), Town and Country Recreation, Careers in Recreation, Evaluating Physical Abilities and Careers in Physical Education were produced since 1956 and have been equally as effective as their predecessors. The latest production, Readiness—The Fourth R has been received by receptive audiences throughout the country. The response so far has been tremendous, both in sales and rentals. It is confidently expected that this production will interpret to lay publics the values and outcomes of physical education, including athletics in our schools and colleges.

Recognizing that athletic participation interests depend to a large extent upon the degree of the various participants, The Athletic Institute undertook the production of color slidefilm strips, illustrating fundamental sports techniques. The now famous "Beginning Sports Series," begun in 1948, is being used in thousands of schools, colleges and community recreation departments throughout the country. Beginning with the popular sports of tennis and golf, the slidefilm program has been expanded to 24 different fields, including a complete gymnastic series (5 slidefilms), a complete swimming series (5 slidefilms) and all major sports. Skin and SCUBA Diving, Soccer, Campcraft and Table Tennis are the latest additions to this ever growing list of visual aids.

Each slidefilm kit was produced under the direction of topnotch coaches and includes an instructor's guide and a student manual. To date, over 15,000 slidefilm kits have been distributed, reaching millions of students. Over 4 million student manuals have been placed in the hands of physical education students, teachers and the general public. Thousands of instructor's guides have provided the necessary teach-guidance and specific assistance to instructor personnel.

Cooperative Action Stimulated

Through its history, the Institute has served as an active center of stimulation and coordination for independent national organizations, institutions and agencies engaged in the promotion of athletics, physical education and recreation. The Institute has also encouraged national reganizations to expand their programs to include athetics. For example, in 1946, the Institute approached the Jnited States Junior Chamber of Commerce and sugested they sponsor a sports program for youngsters broughout the United States, with the financial costs

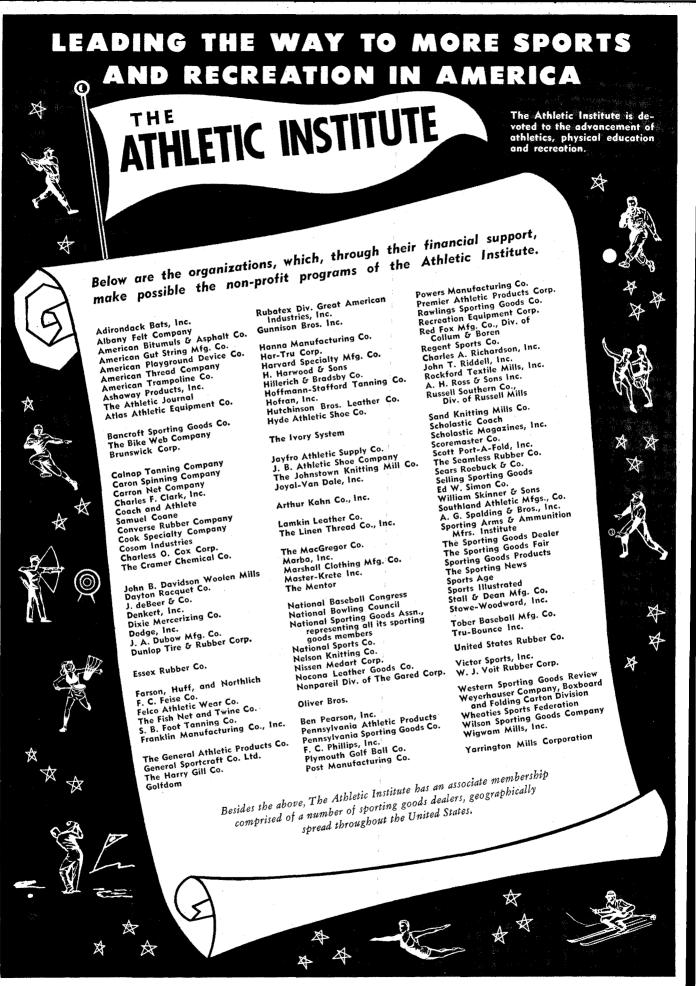
underwritten by the Institute. The JAYCEES enthusiastically agreed to the idea and each year have expanded their sports program. This year over a million youngsters will take part in golf, tennis, baseball, softball, track and other sports under JAYCEE auspices. In addition, local JAYCEE installations are promoting and financing the construction of many athletic facilities.

Another example is the Oregon Research Project, initiated in the Medford, Oregon, public school system to study the effects of competitive athletics on boys between the ages of 8 and 12 years of age. Realizing the importance of the work, The Athletic Institute contributes one-third of the costs. The balance of the financial support is contributed by the University of Oregon, Southern Oregon College, and the Medford, Oregon, public school system. It is a longe-range project that will take several more years to complete. When results are provided by the research staff, they will be made available.

The Institute has also given financial assistance to the National Joint Committee on Extramural Sports for College Women, enabling it to hold conferences. It also provided financial help (with the AAHPER) to the National Conference on Social Changes and Implications for Physical Education and Sports Programs, held at Estes Park, Colorado, and to a similar study initiated by the National Association for Physical Education of College Women. The Institute has also motivated the formation of the National Industrial Recreation Association and has given financial support to it. Financial assistance was also given to new groups needing help in their early history, such as the National Baseball Congress, the American Baseball Congress, the Amateur Softball Association, Little League Baseball, Babe Ruth Baseball and others.

The Institute's many other services include acting as a clearing house of information regarding athletic facilities, sports and programs; consultant services to professional membership groups; publicity and public relations efforts and many coordinating activities. The accomplishments of The Athletic Institute are often unheralded and unsung, because the Institute invades no functions of any other agency in the field. It asks no other reward than to be of service to the established agencies of sports, physcal fitness and recreation, in an advisory or stimulatory capacity.

In a sense, physical educators should think of The Athletic Institute as their institute, because they are definitely linked to the same purpose—to have every American share in the benefits of athletics, physical education and recreation. Physical educators should realize that the many programs, projects and materials afforded by this organization would be impossible without the financial sponsorship of The Athletic Institute's members—the manufacturers and suppliers of athletic, physical education and recreation equipment. Without the financial backing and wise guidance of these people, not one of the Institute's programs would have been developed beyond the idea stage. These organizations are listed on the following page:



oodvear . . .

(Continued from page 9)

other clinic before 1,500 fans. The cople of Laos are taking movies of the rious fundamentals and patterns of ofnse and defense.

UANGPLABANG—Nov. 27, 1962

Caught our plane for Vientiane at con. Greeted at the airport by people om the State Department, who had ail for us.

IENTIANE—Nov. 30, 1962

We all went to the hospital this a.m. have another shot. A few cases of Bunic Plague had been discovered in igon.

The team has adopted 15 orphan boys. hey have no homes and no place to ep. They make their living shining oes. The boys all range from 6 to 11 ars. We had them as our guests at the me. Since they've no place to stay we to them up in a dormitory for the night, morrow we are going to buy them all nots and shirts as they are now wearing as.

ENTIANE—Dec. 2, 1962

Had to get up at 4:30 a.m. to catch

26th Annual Dayton Journal Herald

National Industrial Team Tournament

FIRST PRIZE

\$12,500.00

GUARANTEED

Estimated Prize Fund, \$100,000.00 Prize List, 1962—\$77,669.25

C Sanctioned—3,571 teams—17,855 individuals participated

try Fee \$35.00 Complete

TE!! (All bowlers must be employed by e industrial firm, or business establishment. time employees not eligible.) Employees Bowling Establishments or Bowling Supply ses are not eligible.

MARCH 23—JUNE 2 (WEEK ENDS)

Write or Call BILL ZAVAKOS
VARSITY LANES

Phone BAldwin 2-6151 637 N. Main St. Dayton 5, Ohio the plane for Saigon. The plane was late as usual but did take off about 7 a.m. I'm writing this from the plane. Beautiful scenery below.

We'll be home soon. Will arrive on Sunday, December 9, at 7:45 a.m.

AKRON-Dec. 14, 1962

Home at last. Before leaving Saigon, the team played four games and conducted four clinics. Won all of our games playing to capacity crowds.

Weather was very pleasant and not as

hot as it had been in other countries.

I can tell you now that we were a little concerned in Vientiane and Saigon. There had been a number of grenade explosions where entertainers were performing in both cities.

The State Department, however, assured us that we would be safe. Yet, we never knew for sure...

Well, it has been a most interesting and educational trip, but we are glad to be home once more. There's no place like the Good Ole U.S.A.



JUST THE THING FOR COMPANY GOLF TEAMS & LEAGUES

Your company name, trademark or logo indelibly stamped on golf balls that carry a **top quality guarantee in every box**. This means their retail value is \$1.25 each, or \$14.75 per dozen.

YOUR price—\$8 per dozen for 6 dozen or more with a type imprint on both sides of each ball (special imprint dies are available at cost). Choice of steel or liquid center, both U.S.G.A. approved. Choice of 4 imprint colors. Standard packing is 4 Cellophane-wrapped trays of 3 balls each in solid-color boxes. Special packaging available. Shipping charges prepaid (minimum order—6 dozen).

The sooner your own brand of golf ball is "in play," the sooner your prospects, customers and friends are going to be reminded of you, your product, or your service when they're relaxed and receptive. Using the coupon below will get things started.

Imprinted, top line golf balls-EXCLUSIVELY!

GOLF BALL ADVERTISING COMPANY

P.O. BOX 4332 215 LOCUST 3-3745		PENNSYLVANIA
	/	<
GOLF BALL ADVT. CO. Please send full info	, Box 4332, Phila. 18 ormation on imprinted,	
	die cost for attached, lo	ogo, trademark, etc.
NAME & TITLE		
ADDRESS		

R V N.I.R.A. NEWS

NIRA Region IV Holds Workshop

Region IV of NIRA held a workshop on January 7 at the University of Tennessee, in Knoxville, in cooperation with the Department of Physical Fitness at the University of Tennessee.

The roster of standout speakers for the event included Karl Bahret, University of Tennessee ("Safety in Industrial Recreation"); NIRA President Ed Mitchell, U. S. Steel Corp. (luncheon address), and Dr. Fred C. Smith, University of Tennessee, ("The Role of Recreation in Employe Retirement").

In addition there were two panel discussions: "Outdoor Resources for Industrial Recreation" and "Recreation a Factor in Mental Health."

Gordon Starr Named President Of Minnesota Recreation Assn.

Gordon L. Starr, director of research for NIRA, has been installed as president of the Minnesota Recreation Association.

He is assistant professor in the recreation curriculum of the college of education at the University of Minnesota and is director of the department of student unions.

In addition to his professional offices as director of research for NIRA and president of MRA, Starr serves as a trustee of the National Industrial Recreation Research and Educational Foundation.

Other professional memberships he holds include the National Advisory Committee on Recreation Research and on the National Committee on Recreation Standards.

Western Conference to be At San Diego, Feb. 15-17

The 13th Annual NIRA Western Region Conference will be held in San Diego on February 15, 16 and 17 at the Sands Hotel in San Diego.

Each firm that sends a delegate to the conference will be entitled to enter a series of region-wide events, including bowling, archery, pistol, golf, trap, skeet, and photography.

Competition will take place in major population centers of the region while

the conference is going on and result will be telephoned to the conference

Awards will be made at the conference to the representative delegate

J. R. Mitchell, General Dynamics Astronautics, is conference chairman Ralph Smith, San Diego Recreation Department, is coordinator and secretary for the event.

The special room rates at the Sand Hotel for the conference are \$8.50 for single and \$10.50 for double room a comodations.

Peace Corps to Use NIRA 'Field and Court' Booklet

Peace Corps volunteers who as being trained at the University of Iowa, in Iowa City, will be using a part of their text materials, Standar Sports Areas, a booklet compiled an published by NIRA and printed as public service by the American Plaground Device Co., Anderson, Ind.

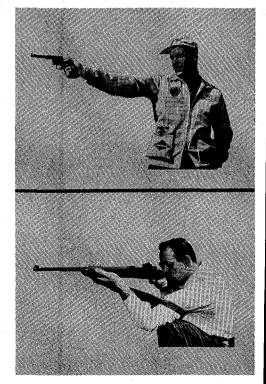
Peace Corps personnel trained Iowa City, according to E. A. Schole associate professor in the Iowa physical education department, are require not only to know how to coach at letics, but also how to construct armaintain areas and facilities.

SHOOTING IS FUN!

For a safe recreational activity both relaxing and challenging, join the 250 Industrial Clubs now conducting shooting leagues and matches. Complete step-by-step information on how to get started with a National Rifle Association shooting program is available by writing to the address below.

You will receive literature explaining how to organize, plan for a range, obtain equipment, certify instructors, initiate programs and issue awards.

Shooting is one of the few sports in which both men and women can participate on an equal basis. Through leagues, tournaments, qualification programs and practice matches, employees can enjoy year 'round shooting fun.



ADDRESS: DEPT. NIRA, CLUB SECTION

NATIONAL RIFLE ASSOCIATION

1600 RHODE ISLAND AVE., N.W.

WASHINGTON 6, D.C.

A BANNER YEAR FOR INDUSTRIAL BASEBALL

Assure the success of your league by becoming a member of the National Assn. of Leagues.

Enter the N.B.C. tournament program to determine the 1963 National Non-Pro Championship.

Complete Details 1963 Official Baseball Annual

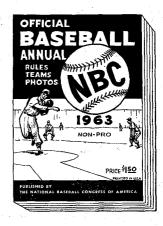
At Newstands and Athletic Goods Stores After March 15

PRICE—\$1.50 PER COPY

Recognizes leading participants on a world-wide basis for past season, reflecting continued increase in activity in non-professional baseball. Presents complete resumes of 1962 N.B.C. District, State and National Tournaments, also affiliated leagues with photos of champions. Includes complete details of 1963 program, including sites and starting dates of U.S. tournaments climaxed by the 29th annual National Tournament in Wichita, Kan., starting Aug. 16. Listed are the 1962 All-League, All District, All-State, and All-American selections.

FEATURES

- Official Rules of Baseball
- Directory of Leading Teams
- Names of Club Officials
- Nation-wide Tournaments
- N.B.C. Association of Umpires
- Nat'l Player Contract System
- N.B.C. Ass'n of Leagues
- N.B.C. Ass'n of Scorers
- National Ass'n Old-Timers
- Directory of Past Champions
- Model League Constitution
- National Baseball Fans Club

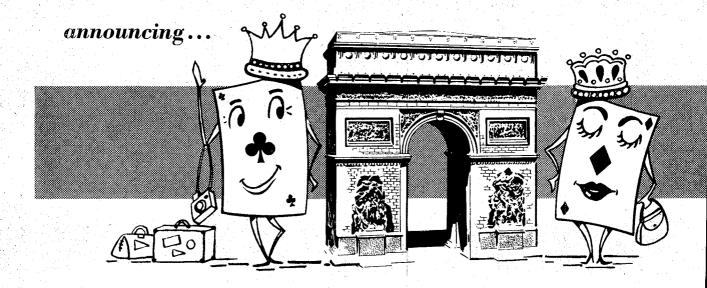


MAIL YOUR INQUIRIES TO

NATIONAL BASEBALL CONGRESS—WICHITA (1), KAN.

IMP	ORTA	NT
Cut	Out	And
Mai	I At	Once

WICHITA (1), KANSAS	ORDER FORM
Gentlemen: Kindly find enclosed	for the following:
cover postage and handling.) Copies of 1964 issue of the Official Baseball An March 1, 1964. (Add 25c per copy in order to cove Previous editions of year-book (1945-46-47-48-49-(Circle editions desired.) (Add 25c per copy to cove Copies of Baseball Rule Books (25c retail). Lots one dozen, \$1.75 per dozen, postpaid; single order Pads of Box Score Sheets (for newspaper report cover postage and handling.) Copies of SCOREMASTERS Official Score Book of Charge. I am interested in the following materials check	50-51-52-53-54-55-56-57-58-59-60-61-62) at \$1.00 each- er postage and handling.) of 100 or more, \$12.50 per 100, postpaid; more than
mailed without charge. () Entering a team in tournament program () Supervision of a District Tournament () Organizing a league in N.B.C. National Assn. () Affiliation of an Umpires' Group in N.B.C. National Association. () National Base	
SIGNED BY	
CITY	STATE



The First Annual NIRA Contract Bridge Tournament

THE FIRST INDUSTRY-WIDE contract bridge tournament will be conducted in cities across the United States and Canada on Saturday, April 27, 1963.

The winning pair will enjoy an all-expense-paid trip to London and Paris. They'll travel in style with matching luggage courtesy of the American Luggage Works.

In late October, the winners will leave by jet on a Sunday evening, arriving in London early Monday morning.

Monday evening they will play a special match against a pair of industrial champions from England. Before going to Paris on Wednesday afternoon, they will be treated to exciting side-trips in London and the surrounding English country-side.

On Wednesday evening, they will meet a pair of industrial champions from France in their second overseas match. Thursday and Friday, they will visit old and new Paris.

In London, they will stay at the famous Mayfair Hotel and in Paris at the equally renowned Claridge Hotel.

On Saturday, they will board their jet-airliner for the return trip to New York City. That night they will have a dual treat.

They will visit the famous Cavendish Club in New York City at which time Mr. Goren will personally present the Charles H. Goren Cup—a traveling cup which they may retain for one year—and two individual trophies for their permanent possession.

Sunday, the happy pair will fly home.

In addition, the top pair in each of the eight NIRA regions will receive individual trophies and handsome Samsonite folding card tables with matching chairs.

Local game winners will receive citations, suitable for frating, from NIRA, plus whatever prizes their sponsoring firm may elect to award.

In addition, sponsoring units that are affiliated with t American Contract Bridge League may apply for a "spec game" franchise and award Master Points in accordance wi the ACBL schedule for such tournaments.

All active and retired employes of NIRA member-comp nies are eligible to participate in the tournament.

An employe may play with another eligible employe choose an *immediate* relative for his partner—husband, wi father, mother, brother, sister, son or daughter.

An entry fee of one dollar per player along with the resu of the local tournament is to be forwarded to the tourname director. The total cost to each player entering the tourname will be determined by the local sponsoring firm.

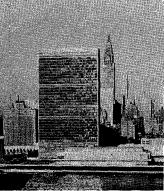
It may vary according to the number of entries, availabil of a qualified duplicate bridge director, rental fees (if an for playing quarters, extent of refreshments, etc.

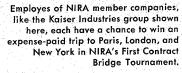
The tournament is sponsored jointly by the National Ind trial Recreation Association and the Association of Americ Playing Card Manufacturers.

The tournament director is the well-known national expe Bill Root. Bill is a frequent member of the powerful Go team and directs the Intercollegiate "par" tournament wh has been so successful for almost 20 years.

Players entering the tournament will play the same "p hands whether their game is located in Montreal, Los Ange Nome, or Miami.







Preparation of the 18 par hands which will be played at ery location and judging of the tournament will be under Il's direction with the assistance of another nationally known pert, Larry Rossler. Larry, by the way, was runner-up in the cent World Olympiad par tournament.

Even companies with a relatively small number of emoyees may wish to sponsor a game. A minimum of only four ples will qualify.

There is no maximum limitation. Two or more membermpanies in the same city may combine their entries, if they efer, to add interest to the local match.

Proceeds from the tournament will go to the NIRA Reuch and Education Foundation and will be earmarked for Foundation's annual scholarship to a deserving student ujoring in the recreation field.

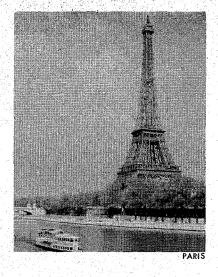
More than 4,000 entries are anticipated in what is sure to the largest industrial bridge tournament ever held.

In the recent NIRA-approved survey by the Association of nerican Playing Card Manufacturers, it was learned that dge was by far the most popular card game in NIRA mem-companies.

Sixty-eight of the firms responding to the survey indicated y would enjoy participating in such a tournament.

Your board believes that the eventual number who take part I be at least double that figure.

Full particulars including promotional literature and posters be obtained by writing to NIRA headquarters at 203 N. bash Avenue, Chicago 1, Illinois.



WIN A TRIP TO PARIS

in the

FIRST ANNUAL NIRA CONTRACT BRIDGE TOURNAMENT

sponsored by the

NATIONAL INDUSTRIAL RECREATION ASSOCIATION and the

ASSOCIATION OF AMERICAN PLAYING CARD MANUFACTURERS

- Saturday, April 27, 1963, at 8:00 p.m.
- Play in your own city against fellow employes.
- Everyone plays the same "par" hands at all locations.
- Winning pair will jet to London and Paris . . . play special matches with English and French industrial champs . . . and enjoy sightseeing trips in London and Paris.
- Proceeds go to NIRA Scholarship Fund.
- Get entry blanks from your recreation department.
- ♦ Winners in the eight NIRA regions receive trophies plus handsome Samsonite card table and four chairs.
- Open to active and retired employes (employe may play with another employe or an immediate relative.)

R V INDUSTRY ITEMS

New Bowling Pin Uses Telstar's Metal

The Magna-Pin Corporation, of Buffalo, New York, has gained ABC approval for an all-synthetic pin with a magnesium core, after more than three years of testing.

Magnesium, a metal which is in inexhaustible supply in the world's oceans, as well as in ore deposits ashore, is the only metal suitable for pin production because it has many of the characteristics of natural maple.

The alloy used by Magna-Pin shares with the other commonly used magnesium alloys the characteristic that it is only one fourth the weight of steel or zinc and two-thirds the weight of aluminum.

Magnesium gained distinction earlier this year because of its extensive use in the Telstar satellite.

Chicago's Palmer House To Get Revamping

Chicago, which probably holds undisputed claim to the title "America's Convention City," can now boast further improving of its hosting facilities.

Following close on the heels of such major additions to Chicago's architectural landmarks as McCormick Place and Marina City, the Palmer House plans a \$10 million rebuilding pro-

When the program is finished the Palmer House will have a "hotel within a hotel" to include two large functionbanquet rooms, inter-connecting suites for entertainment and exhibit purposes.

A glass enclosed swimming pool and reception area will also be created.

Northern

World Series Site For Boys' Ball Picked

World Series locations for Junior, Pony, and Colt leagues will be the same in 1963 as in 1962.

Options for the Junior Series at Rockford, Ill., the Pony Series at Washington, Pa., and the Colt Series at Shawnee, Okla., have been picked up and the sites confirmed.

Sportsmen Save the Day On the Kitimat

When it storms in British Columbia and the wild Kitimat River ravages the countryside, it sometimes takes a good sportsman to put things in shape again.

An exceptionally violent storm this year took down a huge metal structure which supported an electric power line and cast it into the Kitimat.

To retrieve the line, iron-nerved riflemen were first called in by the British Columbia Hydro and Power Authority to break the glass insulators which secured the cable to the doomed

This done, crack anglers tried their luck at casting for the lines. They too were successful and service was restored in record time.

Scout Observance **Emphasizes Fitness**

Physical fitness of youth, a major goal of the Boy Scouts of America, is being re-emphasized during the observance of Scout Week, Feb. 7-13, with the theme, "Strengthen America . . . Be Prepared, Be Fit."

Five million members of the Boy Scouts of America will be celebrating the 53rd anniversary of Scouting on Feb. 8, rededicating themselves to the principles and ideals of the Cub Scout Promise, the Boy Scout Oath, and the Explorer Code.

CLASSIFIE

RATES: regular type must be received by 5th of month pre-ceding issue in which ad is desired.

HELP WANTED

Limited territories open for part and fu time sales personnel to sell Game-time's lin of imagineered park, playground and physical cal education equipment. Highest quali equipment at very competitive prices. Ser complete resume, including territory you would be interested in covering, to: Bo Wormser, Vice President-Director of Sale Game-time, Inc., Litchfield, Michigan.

The Scouting program emphasiz fitness through games, contests, ar rugged outdoor activities coupled wi an emphasis on all-round developme and good health habits to help bo achieve fitness.

Brunswick Patents 'Crown Jewel'

The Crown Jewel bowling ba called "revolutionary" when it w first introduced on the market in 196 has been awarded a patent by the U. Government.

Its manufacturer, Brunswick Corp ration, notes that the ball has extrac dinary tracking action—the ability hold its course on the lane into t desired pin target.

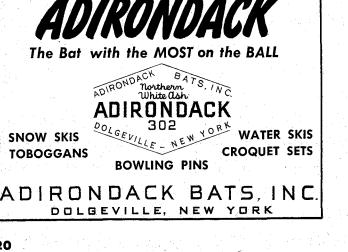
Everlasting Light That Floats

Modern Design Mfg. Co., annound the development of an all-rubber sp light for cars and boats.

Called Everlasting Light, it has di quick-change connectors—one for auto cigarette lighter, one for the c boat, or truck battery.

The bulb is an auto type GE sea beam, rated at 40,000 candlepower.

Robert C. Liebenow, (right) president of the Chicago Board of Tra welcomes NIRA President Edward T. Mitchell, U. S. Steel, and the G Steel Works Good Fellow Club Carolers to Chicago's financial dist





SNOW SKIS

TOBOGGANS

RIVINDUSTRY ITEMS

ales of Sleeping Bags Imost Doubled

According to Ero Manufacturing o., Chicago, consumer sales of sleepng bags have almost doubled since 958, from about \$19.5 million to 37.8 million in 1961.

The Department of the Interior reently noted that in 1961, more than 6.5 million Americans crowded into ur national camping grounds, a gain f more than 2 million in a single year. Ero, new to the sleeping bag line, ans to jump in with both feet.

ew Gimmickry for Boatmen

Here's a sampling of the sophistiited navigational aids which abound r yachtsmen who can afford them: electronic direction finder which nomes" in on a radio signal emitted om a portable shore station and ides you unerringly to your predesnated spot;

-an auto pilot built around a orth-seeking magnet which keeps the at on course in all types of seas, but rmits the helmsman to override the neel if necessary, and a combination h finder and depth sounder, which dicates rocks, mud, slopes, and the esence of fish.

RECREATION ROUNDUP

inneapolis Star Salutes eteran Motec Director

In a recent edition of the Minneapo-Star, veteran Motec Industries rection director, Michael J. Brecka was ed for his 15 years service to the lustrial recreation field.

NIRA member Brecka has been with tec as recreation director since 1947. 1960-61 he served as Minnesota

tte Chairman and was a member of NIRA bowling committee.

He is a former president of the Minpolis District Bowling Association l was instrumental in 1922 in orhizing the Hopkins junior athletic gram.

hnson Reels Names Tvedt

Lien Tvedt has been named sales nager of Johnson Reels, Inc. Ray Salscheider, executive vice presit, had formerly been supervising s for Johnson.

Vice President Johnson Gives AMF-NRA Awards

Vice President Lyndon B. Johnson was on hand to give out the awards at the American Machine and Foundry-National Recreation Association Awards luncheon in December.

Winners included: John F. Pival, WXYZ, Detroit, for a program of youth sports activities;

—Dennis Wittman, The Journal-News, Hamilton, O., for a series of articles informing the community of its recreation facilities and opportuni-

-Ray Starr, Radio Station WRFB, Tallahassee, Florida, for a program dealing with a children's circus in the city.

-Boys' Life Magazine, for a series of articles relating to physical recrea-

- MEMORIAM -Sporting News' Owner, Taylor Spink, Dies

J. G. Taylor Spink, owner and publisher of The Sporting News, died in his home on Dec. 7 at age 74.

Spink, one of the most colorful figures ever connected with sports, built The Sporting News into the "bible" of baseball with a circulation of 200,000 on a policy that held that no item on the game, whether relating to minor or major league activity or personnel, was too small to rate mention in the publication.

A hard-driving publisher, Spink staunchly defended the integrity of baseball against all comers.

Spink was born Nov. 6, 1888, when The Sporting News was two years old.

He became publisher of the magazine when his father died in 1914.

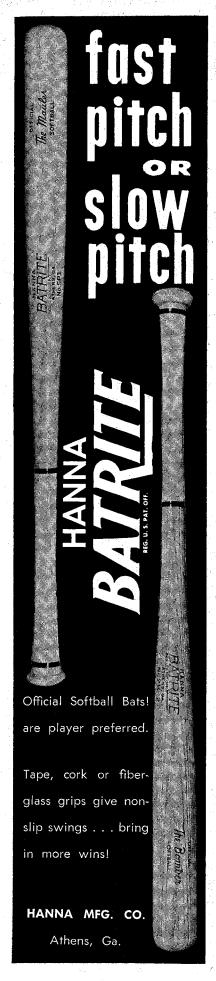
- MEMORIAM -Long Time Scout **Executive Dies**

C. M. "Cy" Tribur, director of Civic Relationships Service, Boy Scouts of America, suffered a fatal heart attack at the Atlanta Airport on Thursday, December 6.

Cy is survived by his wife, Grace; a twelve year old son, Christopher; and a ten year old daughter, Annie Laurie.

All who worked with Cy know that scouting has lost a competent, devoted worker—and sincere friend.

Jim Hess, of the Civic Relationship staff, will assume many of Mr. Tribur's duties.



FREE - A Complete Kit to run a gold emblem



IN YOUR SCHOOL. OR RECREATION PROGRAM

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Name	
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R V RECREATION ROUNDUP

Brunswick Names Two Regional Vice Presidents

Roger C. Bensinger and Ivan C. Culig have been named regional vice presidents of the Bowling Division, Brunswick Corporation.

Bensinger will supervise sales and service of Brunswick bowling and billiard equipment in thirteen midwestern states.

Culig will serve in a similar capacity in an area encompassing seventeen states throughout the South, Southeast and Midwest.

United Air Lines Promotes Two Vice Presidents

George E. Keck has been promoted to executive vice president-general manager of United Air Lines.

At the same time, Andrew M. de Voursney was named executive vice president-economic planning.

Elliott Spratt Retires

Elliott C. "Jack" Spratt, of the Hillyard Chemical Co., has retired after more than 38 years of service.

The 56-year-old Hillyard Co. is a leader in the floor treating and maintenance industry.

Spratt, a dynamic influence on the company's growth, has long been associated with the American Institute of Architects.

Hobby Corner Idea Catching On

Several firms, notably General Motors, have been encouraging the development of permanent display cases for employe hobbies in high traffic areas within their plants. Sort of a perpetual hobby show.

CM considers it an opportunity to give recognition to the many talented artists, mechanics, and other hobbyists and at the same time stir many more employes to stop dreaming about a hobby and get started on one.

RIV RECREATION READING

Club Organization

THE PRESIDENT'S GUIDE T CLUB AND ORGANIZATIO MANAGEMENT AND MEETING

by John Ben Shepperd, Hawtho Books, Inc., 70 Fifth Ave., New Yo 11, N. Y. \$12.50

A book which deals with the pro lems faced by club presidents inclu ing how to solicit the members' hel how to preside regularly and st popular; how to select good committee how to conduct a meeting, and ma other vital organizational problems.

Wildlife Welfare

SURVIVAL OF THE FREE: TH LAST STRONGHOLD OF WII ANIMAL LIFE / by Wolfgang Eng hardt. G. P. Putnam's Sons, 210 Ma son Ave., New York 16, N. Y. 2 pages, \$6.95.

This book is a passionate plea the preservation of the world's wildli

The text is illustrated with 128 page of striking photographs and the companying text comments tersely each of the animals.

Swimming

WATER GAMES / by Hope Smith, The Ronald Press Company, East 26th Street, New York 10, N.

A book which emphasizes how motivate a youngster to practice nec sary swimming skills.

Rules for more than 130 wa games, each aimed at teaching swimming essentials.

FOOTBALL FUNDAMENTALS

FOOTBALL PRINCIPLES A PLAY, David M. Nelson, The Ron Press Co., 15 E. 26th St., New Y 10, N. Y., 462 pages, \$5.50.

Covering the general theory of e phase of football, the book stre these theories in team maneuvers in each field position.

NEXT MONTH IN \mathbb{R}/\mathbb{M}

Special Travel Issue

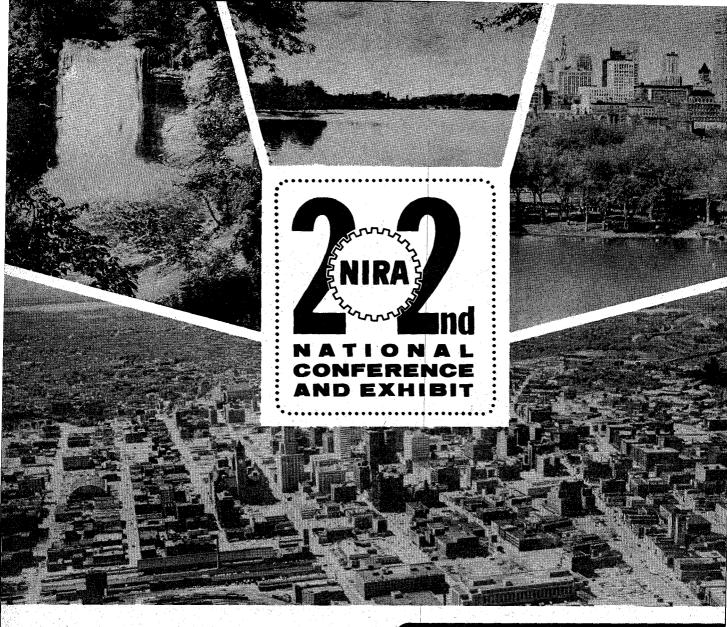
- Favorite Industrial Trips—Domestic and Foreign
- **Employe Tour Regulations**
- Is the Glamor Gone from Leisure Time Stocks?



More sun, more fun for the money on a TWA Sun Country Holiday

TWA has the right answer to the winter vacation question. A wonderful week in Arizona, 6 happy days in California or 4 days in Las Vegas. Every detail carefully, expertly arranged. One price includes hotels, sightseeing, and round-trip TWA jet Coach fare. Low, low 10% down payments and two years for the balance make it easy for anyone to go. Mail the coupon at right for *free* folders giving complete details.

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Registration fees: \$40.00 for NIRA company and branch members, \$50.00 for non-members. These wrap up a bargain package which includes three luncheons, the annual NIRA Banquet & Floor Show, the opening reception, and many other outstanding extras.

Room rates at the headquarters Pick-Nicollet Hotel run from \$8.75 to \$14.50 for a single, and \$11.75 to \$17.50 for a double.

Wives program will feature special sight-seeing tours, a fashion show, luncheons, and other interesting activities as well as the events offered on the regular conference program. Registration fee: \$20.00.

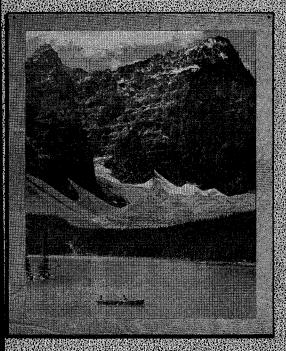
MAY 19-20-21-1963

MINNEAPOLIS, MINNESOTA

Recreation Wanagement

EMATIONAL MAGAZINE OF RECREATION IN BUSINESS AND INDUSTRY

1963 EMPLOYEE TOURS

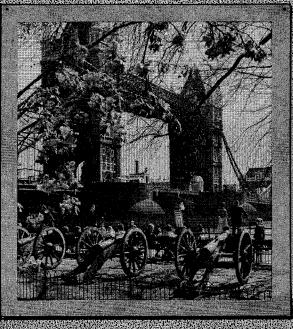


NIRA's Travel Council
Industry's Role in Travel Boom
Glamour Gone from Leisure Stocks?
Minneapolis Conference

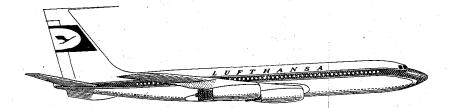




Preview







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ITORIAL STAFF

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T**or** Es berry

I**stant Editor** / Smagatz

DIRECTOR A. ROTELLI

ULATION MANAGER OTHY B. MORRISON

Happy Late Birthday, R/M

Last month RECREATION MANAGEMENT celebrated an anniversary.

It was just five years ago—in the fall and winter of '57—that we put an idea on the drawing board, asked a number of leading recreation equipment manufacturers to back us, and came out with Vol. 1, No. 1, of R/M in January, 1958.

We were aware from the start of the potential of a good magazine in the industrial sports and recreation field. We planned a magazine which would serve as a clearing house for ideas with which recreation directors could tailor their company's recreation program.

We hope you'll agree that R/M has served that purpose well during its first five years.

To give you an idea of the variety and extent of our coverage, R/M carried nearly 400 recreational news and feature items during 1962—seeds for thought on American industry's fast-growing recreation field.

Recreation activities we reported ran the gamut from lawn bowling to investment clubs, from pinochle to photography, from camping to choral clubs, and scores of others...

R/M has grown with the National Industrial Recreation Association. Today we count 7,000 avid readers on our circulation rolls, primarily company personnel executives and industrial recreation directors.

We take this opportunity to thank the recreation industry for its support, and as we head into the second half of our first decade we know R/M will continue to be the standard bearer and voice of sound recreation management.

Don L. Neer Publisher

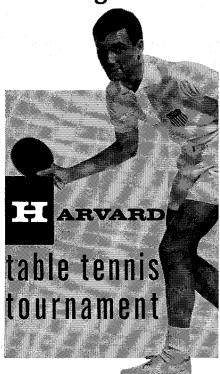
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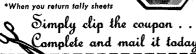
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Contains everything needed to organize a tournament.

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FEBRUARY, 1963 Volume 6, Number 2

\mathbf{R}/\mathbf{M}

This month R/M salutes the Travel Industry, whose contribution to industrial recreation is a marvel of the free enterprise system.



Published by the National Industrial Recreation Association. 203 N. Wabash Ave., Chicago 1, Ill. Phone: ANdover 3-6697

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signs of the times...

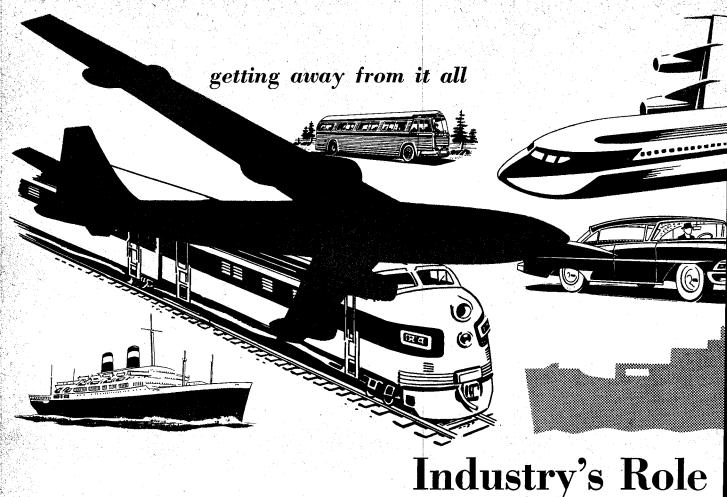
HE BOOM IN NATURE CENTERS. Educational nature centers for youngters have been springing up around the country with surprising requency, reports the Wall Street Journal. Most of the centers are cated near metropolitan areas where children might otherwise lose intact with nature. They generally exhibit local minerals, plants, and animals and some even loan animals like library books. About such centers have opened in the last few years and some 130 more re under discussion. Federal officials say local and state governments—but not private groups—seeking new lands for nature centers re eligible for assistance under the Federal Housing Act of 1961. The law permits the U.S. to pay up to 30 per cent of the cost of the park land acquired for educational or recreational use.

1964 OLYMPICS MAY BE TELEVISED. The prospects are good that the 1964 Olympic Games in Tokyo will be televised to the United States and Europe by the Telstar communications satellite. The United States has agreed to a Japanese proposal for technical discussions on the feasibility of cooperation between the two countries in telecommunication satellite programs. If the preliminary talks are successful, the United States will negotiate an agreement with Japan under which Japan would build its own ground stations for Telstar.

PREME COURT TO REVIEW PARK SEGREGATION. The U.S. Supreme Court has reed to decide whether a go-slow desegregation policy in public hools may also be applied to public parks. A group of Memphis groes sued city officials for immediate desegregation of public rks, golf courses, tennis courts and other recreation facilities. e officials argued that they were embarked on an honest program of adually removing racial barriers from recreation facilities in line th the Supreme Court's 1955 doctrine permitting gradual school segregation. A Federal district court has already refused to quire immediate desegregation.

RAYS MAY REPLACE SHOT AND SHELL. An indication of what lies in store for the gun clubs of the future was demonstrated recently at Raytheon's Santa Barbara Operation. Infrared devices were mounted on rocket launchers, rifles, and howitzers in place of live ammunition. The devices, called TILT, bombarded targets with invisible infrared light beams which automatically recorded the accuracy of the shots. Designed for use in war games, where no live ammunition is used, the rays are an aid to judges in determining casualties. Progressive gun clubs may one day look to infrared rays to solve the problems of shooting in highly urbanized areas, not to mention the problem of costly targets and ammunition.

REIGN CARRIERS TAKE BIG SLICE OF TRAVEL PIE. Americans traveling road in 1961 gave foreign carriers 58 per cent of their transportion dollar. Fares paid by them to foreign carriers in 1961 toled \$515 million, up from \$490 million in 1960. U.S. carrier res paid by Americans on foreign travel dropped in the same one ar period from \$405 million in 1960 to \$380 million in 1961. Since 51 the amount that Americans have spent on foreign travel has creased nearly 500 per cent for foreign carriers and 400 per cent r American carriers.



The average American breadwinner labors diligently 50 weeks out of the year to keep this country the most productive in the world.

And if he is truly average, once a year he answers the beck and call of far away places and sets out by car, train, bus, or plane to "get away from it all."

During 1962, more than 2 million U. S. citizens left their typewriters and steno pads, their ledger books and punch presses to visit foreign countries.

That's an increase of 12 per cent from the 1,787,000 who traveled abroad during 1961, according to a year-end survey by American Express Company.

Expenditures of those who go abroad are expected to climb to about \$2.8 billion this year from \$2.6 billion in 1961, according to the survey.

At the same time the expenditures of Americans traveling inside the U. S. have also increased. These outlays rose to an estimated \$23 billion this year from about \$22.5 billion in 1961.

The increase was partly due to the Seattle World's Fair, which alone attracted nine million visitors. Officials in charge of the spectacular New York's World Fair in 1964-65 are already bracing themselves for what they expect to be a flood of 70 million visitors—enough in itself to trigger two banner years for travel.

Long range air travel, beyond the reach of most Americans a decade ago, is more practical now than most other forms of transportation, especially where group rates are available.

As a service to travel-minded employes, more and more companies are organizing tours. Recent trips by NIRA-member firms attest to the popularity of the company-sponsored tour. Last summer Ford Motor sponsored flights to London wh were open to all Ford members and their immediate famil while Eastman Kodak Company members spanned the lantic for a tour of Scandinavian countries, including D mark, Norway, and Sweden, as well as Scotland and Irela

Heading in a southernly direction were employes of E. I. du Pont de Nemours and Co., Inc., who traveled Mexico for a nine-day tour which included stops in Mex City, Chapultapec, Acapulco, and Guadalupe.

Mutual Life Assurance Company of Canada toured H land, Germany, and the Caribbean.

When Lockheed Aircraft recently announced a Holiday Europe Tour for its employes, it received such a heavy respo that the trip was filled in just a few days on a first-come-fi served basis. By chartered transpolar jet they'll fly from Angeles to London this spring.

TWA employes have their choice of three tours to Eur this spring. Within a few days of its announcement, it too filled up. Included on the itinerary will be London, Ams dam, Cologne, Heidelberg, Lucerne, Venice, Florence, Ro and Paris.

An Orient "airventure" awaits employes of the United C fornia Bank next November when they will fly from Francisco and Los Angeles to Tokyo and Hong Kong, Mar and Honolulu.

The Dayton Industrial Athletic Association will sportwo European excursions during 1963 for employes of D Products, Delco Moraine, Frigidaire, National Cash Regis and Wright Patterson AFB. The tour will visit England, C many, Switzerland, Italy, and France. Optional side-tours available to Belgium and the Netherlands.



e Travel Boom

Some companies have complete travel offices as part of their nploye services department. Space Technology Laboratories, c., of Los Angeles, is one example.

STL's travelers get the full-time assistance of a company avel office staffed by an 11-woman team of travel experts, ho handle everything from tickets, to hotel reservations, car ntals, and the inevitable changes in schedules.

The STL people say the heaviest volume of their traffic is st-bound to Florida and New York, with Denver, Washingn, Boston, and Seattle coming in close seconds. Flights to ngapore and to London by polar jet are also popular.

According to recent NIRA estimates, more than 100 memr companies are actively engaged in travel programs for eir employes. Scores of others reported they were interested getting started, and five more said they furnish travel inforation only.

All in all there are plenty of indicators which make the vel industry bullish about the months ahead, though at least e airline, United, is stating that the years of greatest inease in airline revenue are now past.

Be that as it may, you can look for stepped-up promotional mpaigns among airlines and all other carriers to garner a are of the American travel dollar.

By 1970 Americans will be spending up to 70 per cent more travel than in 1960. The overall expenditures—covering

By 1970 Americans will be spending up to 70 per cent more travel than in 1960. The overall expenditures—covering costs of transportation, food, lodging, services, entertainent and retail purchases—are expected to rise to \$34 billion the end of the decade.

So while the boom in travel will not level off in the forable future, competition within the travel industry will heightened.

One thing is certain—service will be better than ever.

A CHECK LIST OF INFORMATION FOR THE TRAVELER*

International Traveler

1 0	io milionitation
	Have a passport picture taken.
一首	Carry birth certificate, old passport, or naturaliza-
	tion papers with you. (You will need one of these
	to pick up your passport.)
li m	When you go to pick up your passport, take some-
11	one along you have known at least two years.
	Obtain visas for necessary countries.
一片	Have smallpox vaccination.
一片	Have proper innoculations for the countries you will
Lide	visit. Requirements vary from country to country.
	However, cholera, yellow fever, and smallpox are
	basic.
m.	Obtain health certificate signatures.
님	Get International Drivers License if you plan to
الماا	drive while abroad.
	Pick up a language phrase book for each of the
	countries you plan to visit.
П	Get small amounts of foreign currency for each
Щ	country you plan to visit. Most large banks can
	help you here.
П	The present duty-free allowance for foreign travel-
البار	ers is \$100 per person. (Members of a family may
	pool their allowances.)
	poor men unowances.)
E A	11 T 21
FOR P	All Travelers
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*If it's your responsibility to plan a company tour this year you may wish to duplicate this check list for the participants.

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Mr. Kenneth Farley

Group Travel Manager

American Express Company

65 Broadway, New York 6, N. Y.

WHitehall 4-2000

AMERICAN EXPRESS

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New Group Fare Rules

To keep you posted on the latest developments and changes in group fare regulations as they affect travel in U.S. Industry, R/M now brings you the recent

Spontaneous Groups. No longer possible under new group are rules.

Affinity Groups. Affinity groups can now qualify if the nembership does not exceed 20,000 or 5% of the area (county, state, county, town or village) from which the membership is drawn, whichever is less.

This limitation does not apply, however, if the area has a opulation of 1,000 or less, nor for travel groups from a colege, a university, a business firm/corporation, or a Government organization.

Travel Restrictions. Travel restrictions apply as usual (no avel Fridays through Sundays, eastbound May-June-July, nd westbound August-September-October). In addition, ransatlantic crossings will not be permitted at all: eastbound ane 24 through July 27, and westbound August 25 through eptember 7.

Change of Itinerary. This is now allowable if the group as made the outward journey and prefers to return at an urlier date, provided the same carrier is used on which they ere originally booked to return.

Solicitation. Solicitation of the membership of a Group ravel Organization is, as usual not permitted by agents or urriers. Only officials or members of the Group Travel Oranization may solicit its membership. This solicitation is rericted to personal letters, circulars, and telephone calls from the Group Travel Organization to its members, and to group ablications intended solely for those members.

However, it is now permissible for the Group Travel Orinization to use the publication of a Federation to which the roup Travel Organization belongs, provided that the organition itself does not have a publication.

Travel by Dependents. Still only possible provided the ember himself travels as well. However, should he be comilled to cancel (and his money is not refunded) his demodents may travel without him.

The 30-day Deadline. Still the final date to submit the offiil application form with the names of the participants; also revisions adopted by the International Air Transport Association.

Subject to Government approval, the changes become effective April 1, 1963.

from that date, no more changes can be made in the itinerary.

It will no longer be necessary to submit full payment and have the tickets ready 30 days prior to departure. Instead, a downpayment of 10% of the total fare is required on that date, which under no circumstances can be refunded, except in certain hardship cases as specified below.

A 21-day Deadline. By that time full payment must have been received by the carrier, and tickets must have been issued.

Additional Passengers. Additional passengers can now be added up to a total of 5 per Group Travel Discount group, and until 10 days prior to departure. Those passengers must have paid in full and received their tickets at the latest 10 days before departure.

The rule on replacement passengers (10, up to five days prior to departure) remains the same.

Cancellations. If the group, or members thereof, cancel between 30 and 21 days before departure, any fares paid can be refunded except for the 10% downpayment.

If the entire group cancels out less than 21 days prior to departure, the individual members are allowed to purchase regular fare tickets to use the GTD fare paid by them as part payment towards their new full-fare tickets.

Hardship Cases. Four specific cases have been included—Death of the passenger or a member of his immediate

family before departure. (Full fare refunded.)

—Death of passenger enroute. (Refund made of the difference between GTD fare paid and the amount of travel already used.)

—Death of a member of the immediate family while passenger is enroute. (Trip to be figured at regular fares for the part already used, and for the return trip still to be made.)

—Illness of the passenger enroute. (Substantiated by a medical certificate. Trip to be figured at regular fares for the part already used, and for the return trip still to be made.)

Reconfirmation Procedures. Usually required for international flights, reconfirmation procedures will not apply for GTD groups.

BOOTH

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NOBILETTI



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VILLA



PETERS



LUBAS



Profile of NIRA's

Travel Council

In 1957 at the invitation of the National Industrial Recreation Association representatives of the travel industry were asked to develop a specialized service to aid American industry in solving its travel needs.

With the travel representatives themselves serving as members the NIRA Travel Council was formed.

One of the immediate problems the Council faced was in determining the extent of the needs of American industry for travel aids, especially a regards the organizing of group tours. At that time only a small number o companies considered travel a bona-fide recreation activity.

Travel exhibits and panel sessions at the Annual Conference, Recreation Management travel stories and travel advertising have all helped immeasur ably in the rapid development of the entire employee tour market.

As a result of initial surveys, the council first developed a guide for company personnel and recreation officials to help in organizing travel club in their companies. The guide gave practical answers to such questions a How to start the club, How to hold the first meeting, How to work with the club officers, How to choose a trip, etc.

As their next project, the council developed two check lists of importan information, one for air travel and one for the land portion of tours.

These tools and others, including a summary of the rules and regulation adopted by the Civil Aeronautics Board regarding group travel, have bee arranged into a folder of NIRA Travel Club Aids which are available t recreation directors upon request.

In the five years it has been organized, the Travel Council has rendere invaluable assistance to NIRA-member companies in starting travel club selecting tours, and evaluating carriers, tour operators and hotels.

Here in profile are the present members of NIRA's Travel Council, eac representing a leading company in the travel industry.

Carriers

Robert C. Booth is a travel council member representing Braniff Inte national Airways, a carrier whose services extend primarily to the U. S. an South America. Recent Braniff advances include increased economy seatin capacity on Boeing 707 and 720 Super Jets to accommodate 74 passenger thus affording discount travel on regular schedules and eliminating ferring charges inherrent in most charter flights.

Vincent P. Hackett, of Varig Airlines, notes that his company is a carriwhich services American and Latin American cultural centers. Varig r cently announced an extension of service to cover group travel discoun for not less than 25 persons for certain Caribbean and South America points. The Airlines "Green Hell" tour of the Amazon country was recent featured in Holiday magazine.

Lou M. Nobiletti services NIRA's Travel Council from the offices of KLM, Royal Dutch Airlines, New York City. KLM is planning furth liberalization of its group travel discount fares, and subject to government approval will soon offer reduced fares to North and Central Pacific destinations, as well as to India, Pakistan, Ceylon and Nepal.

Herb Lynn is Manager of Commercial & Passenger Sales for TWA. H company services major centers around the world—cities as diverse as L Angeles, Lisbon, London, and Tel Aviv. R/M thanks TWA for the ne set of rules and regulations for group travel which appear elsewhere this issue. TWA is a charter member of the Council.

Claude H. Christe is a member of the staff of Swissair, a non-state subs

ized airline which has been flying out of New York since 1949 and Chiigo since mid-1962. The first European carrier to purchase American juipment, Swissair services Middle and Western Europe, the Near East, Iddle East, Africa, and North and South America. Swissair was also the rst European airline to employ stewardesses.

Tour Operators

Alpha International is a major tour operator with offices in New York ity, featuring tours to England, France, Holland, Italy, Switzerland, as ell as tours to South European and Scandinavian countries. Enzo Palmenla serves NIRA's travel council through Alpha International.

Margaret Hanson Villa represents Blue Cars, the American division of established European travel company. Blue Cars pioneered group travel Europe after World War II, grew with the travel boom and now owns motor coach companies and 12,000 individual pieces of rolling stock. Walter J. Peters, manager of Westworld Travel Service says the travel dustry is headed for another boom year. In anticipation of coming owth, Westworld has moved to larger, more centralized quarters and creased the number of its staff. Peters says that Around the World and ahiti tours appear to be high on the list of the 1963 traveler.

C. Joseph Lubas represents NIRA from Unitours, Inc. Lubas predicts at employee tours for 1963 will increase at the same rate that is expected r travel in general, namely from 5 to 15 per cent. Mr. Lubas feels that e growth of employee travel associations could be better if officers of 1bs did not plan too many tours to off-beat places which have no appeal the vast majority of first timers.

Kent Farley represents American Express. His company provides a wide riety of services for travelers, including travelers cheques, credit cards, ternational freight forwarding, and overseas commercial banking. An afiate company conducts world-wide car rentals outside the Continental nited States. Its tourist business is concentrated primarily on foreign prints service and luxury cruises.

Charles Gillett serves NIRA's travel council from the New York Conntion Bureau, where he is a vice president. The bureau is a non-profit ganization whose purpose is to attract visitors. The Bureau operates an icial Information Center which is open every day of the year, and also tributes a Visitors Guide to New York, Quarterly Calendar of Events d other literature. Mr. Gillett is a Charter Member of the Council and s acted as Chairman on a number of important meetings. He anticipates ecord number of employee tours to New York City for the World's Fair 1964.

Col. Benjamin Getzoff, is account executive group sales, for the E. F. acDonald Travel Company. Both that company and Happiness Tours are saidiaries of the E. F. MacDonald Company and handle group travel to parts of the globe. Happiness Tours is one of the largest tour operators the U. S., providing vacation trips which are sold through travel agencies over the country.

Hotels and Resorts

G. Tom Ayers, long active in NIRA affairs, is one of the developers of ark Playgrounds, one of the nation's fastest growing recreation and irement areas, located near Joplin, Mo. Mr. Ayers is now involved in reloping a huge recreation and retirement center known as Eden Isle, a oded island which emerges from the man-made waters west of Greer's ry Dam, near Heber Springs, Ark. The project which covers 600 acres, I cost nearly \$18 million.

Stephen C. Sandstrom represents the Sheraton Corporation of America. One of world's largest hotel chains, the Sheraton Corporation presently owns 81 ho, in 21 States and the District of Columbia, as well as Canada and Israel. Shera-accommodates more than 30,000 guests daily and 11,000,000 annually. The in employs 21,000, has more than 18,500 stockholders and its last annual revers were in excess of \$204 million.



PALMENTOLA



GILLETT

GETZOFF

AYERS



FARLEY



Travel Affiliates

In addition to the Travel Council, NIRA counts the following leaders of the travel industry among its affiliate members.

---CARRIERS---

—Air France, New York —Sabena, New York

-TOUR OPERATORS-

- —Allen Travel Service, Inc., Cleveland —Allied Travel, Inc., New York
- Overseas Travel Company, Chicago
 Travel Headquarters, Inc., Chicago
 Universal Travel Agency, Paris

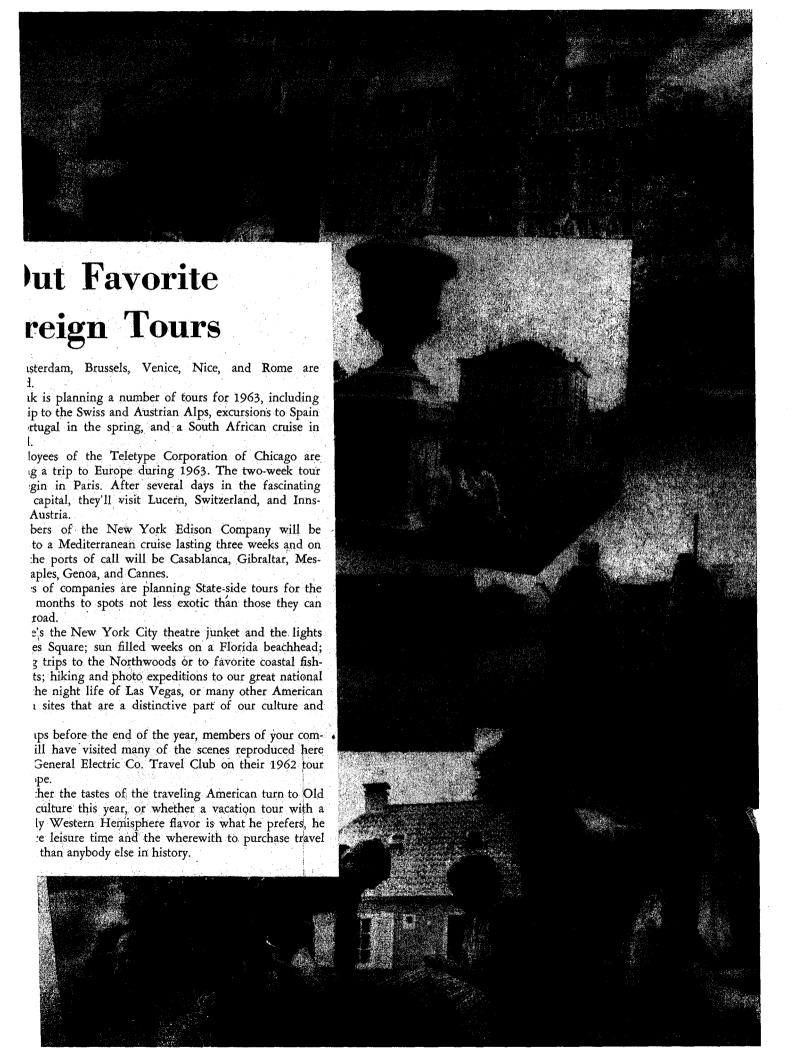
-HOTELS AND RESORTS-

- -Hotel Abbey, New York
- —The Inn Company, Kalamazoo
- —Schine Enterprises, Gloversville, N. Y.

—Plus—

-N. Y. Department of Commerce, Albany





What are the prospects for leisure time stocks now? At the same time, how did investment clubs fare during the fall off in stock prices in the spring and summer of 1962? To find the answers, R/M consulted one of the nation's prominent stock brokerages, A. C. Allyn & Co., and the National Association of Investment Clubs. What we found out may surprise you.

Is the Glamour Gone From Leisur

You get the impression from sources close to the stock market that some of the luster has gone out of leisure time stocks.

In case after case leading companies in the leisure industry fell from story book highs during the spring and summer of 1962.

Some of them are slow to recover.

According to some of the nation's foremost economists, the overall business picture for the next 10 to 15 years is one of great change and growth, as new technology, new methods of production, new products—whole new industries—open up.

There will be 50 million more people in the U. S. by 1975, working shorter hours, with greater amounts of leisure time on their hands.

The picture for leisure time stocks in the 15 years ahead is

one of slower, long-range growth—probably not the fantastic boom-type growth of the '50s.

According to John F. DeFriend, an analyst with A. C. Allyn & Co., Chicago-based investment firm, there will be substantial growth in many of the companies which create labor saving products, which in turn give us more leisure time and the opportunity to participate in sports, hobbies, and various cultural activities.

"There are also many companies directly serving these leisure time activities, including film and camera companies, musical instrument manufacturers, sports and leisure time apparel companies, and the like.

"In these industries, as in all other industries," according to DeFriend, "some companies merit current attention; others are going through a period of adjustment which might dictate

léfyésentative Leisure Fime Stacks

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"Selectivity, based on a company's record and its relevance a club's investment objectives, is still the first principle of ny investment policy."

America's investors are not a wealthy group. According to tatistics, nearly 80% have family incomes of less than \$10,00, and almost half make less than \$5,000 annually.

Many NIRA-member companies report that groups of their mployees are active in investment clubs, the only kind of inesting practical for them. Scarsely a decade ago there were lmost no investment clubs around and the prediction was nat they would be a fad of short duration.

However, by mid-1961 there were approximately 20,000 vestment clubs, each with an average 15 members, investing total of nearly \$4 million every month in common stocks.

ime Stocks?

Today the National Association of Investment Clubs estilates the number of investment clubs at 40,000 with a total approximately 600,000 persons.

Thomas E. O'Hara, chairman of the board of trustees of AIC, believes that the number of clubs in existence today is tually higher than it was prior to the drop in the market in lav.

[ay.
"The break in the market brought about a change in the titude of a great many clubs," he says, "which is bound to very good for them over the long run. Many clubs which ere quite careless in their study and stock selection have since ickled down and are doing a more thorough and effective b of analysis."

NAIC believes that the period just ahead will see a substanul increase in the organization of investment clubs.

The Allyn company told R/M that investment clubs can ovide an excellent medium through which people can learn out the techniques of investing and the analysis of securities. The past two years have seen security prices rise to highs, cline precipitously, and subsequently recover a substantial nount of that decline.

These broad gyrations in prices undoubtedly dismayed many vestment club members (just as they did many individual instors) particularly those that tended to concentrate on new d speculative issues.

There was at the same time a decline in public interest in curities—a fact which would supposedly be reflected in the te of formation of new clubs.

"The properly organized and serious-minded investment ib," according to DeFriend, "could and did continue busiss during that period. It is important to remember that the vestment club is fundamentally an educational device rough which individuals learn by doing—not a get-richick scheme."

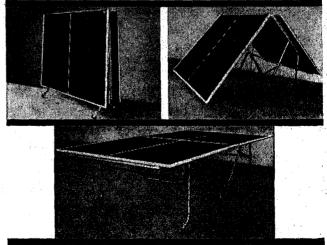
No club can be more successful than the investment goals ich its members develop. Among other things these goals ould center on securities of good quality for medium or ig term growth.

Investment club organization does not lend itself to specuive market activity.

Here's How the Majority of Investment Que

- 1. A group of 10-15 employes with a mutual interesting investing and in learning about the securities market decide they would like to start an investment club.
- 2. They consult their company's personnel services many ager or recreation director for assistance and request; a room in which to meet monthly.
 - 3. They contact a broker from a reputable firm.
- 4. At the first meeting, they organize, elect officers (president, vice-president, secretary and treasurer—usually somewhore with accounting experience) and adopt a constitution and bylaws. They also determine the amount they want to invest each month.
- 5: Usually they join the National Association of Investiment Clubs, 1245 First National Bank Bidg : Detroit 26, Mich. NAIC/monthly services include the Investment Clubs Bulletin, fidelity bond, stock selection guides, and Herricks Smith Industrial Analyses. For step-by-step organizational procedures they obtain copies of the NAIC Investment Clubs Manual for \$3.

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RV N.I.R.A. NEWS

Region III of NIRA Holds Kalamazoo Meet

Representatives from Midwestern industries convened at the Harris Motor Inn, Kalamazoo, Mich., in late January for a two-day conference.

Sponsored by the Industrial Recreation Association of Detroit, with R. Fred Canaday, General Motors Corp.,



Left to right at Kalamazoo Conference: Ronald Wolff and J. Donald Hibbard, Interstate Vending Co.; R. Fred Canaday, General Motors, conference chairman, and Ed Mitchell, U. S. Steel.

as chairman, the theme of the meeting was "Industrial Recreation—A Valuable Tool for Sound Employee Relations."



session of NIRA's Kalama zoo meeting were R. Fre Canaday, General Motor Arthur C, Prine, R. R. Don nelley & Sons; John Crnic R. R. Donnelley; Mrs. Me cedes Mitchell, and E Mitchell, NIRA Presiden U. S. Steel.

At the head table for th

The two-day program featured authorities in the industrial relations and recreation field, including Arthur C. Prine, Jr., vice president, R. R. Donnelley & Sons Co. ("The Management Attitude"); Martin J. Cavanaugh, assistant director of personnel, Delco-Remy Division, General Motors Corp., ("Is It Worth the Effort"), and Don L Neer, Executive Secretary, National Industrial Recreation Association ("The Future of Industrial Recreation").

The conference also featured a number of panel discussions, a debate between NIRA President Ed Mitchell of U. S. Steel Corp. and R. Fred Canaday, conference chairman, and a tour of the Upjohn Co. for wives attending

the conference with their husbands.

About 90 NIRA members and gues attended the conference.

Denver Recreation Group Installs Officers

The Annual Denver Industrial Rereation Federation Dinner and Installation of Officers for 1963 was held reently at the Tiffin Inn in Denver.

Members of management and representatives from forty firms in the Derver area attended the event.



POWLEY

Guest speakers were Don Neer, NIR executive secretary, and J. Earl Schlup director of recreation for the Cit County of Denver.

New officers of the Denver organize tion are H. H. Powley, Martin Co., predent; Earl Eyre, Mountain States Tephone and Telegraph, vice presiden Charles Christiansen, Denver City Rereation Department, secretary; and Lloyd Smith, Gates Rubber Co., treatmer

San Diego Recreators Hold January Meeting

San Diego's highly-active Industr Recreation Council held its 18th annu Installation Dinner on Jan. 19 wi Ray Mendoza, of General Dynami Astronautics, taking the gavel as pre dent for 1963.

Other officers installed were Dudl

What happens **AFTER** you pay the bill for Athletic Equipment?

Depends on where you bought the equipment. Chances are, if you shopped for price only, that's just what you'll get . . . price only. What happens if the equipment isn't up to par, or if it goes bad, or if delivery is delayed? That "low-bid" price will probably end up—way up. Because once the bill is paid, interest in you fades fast, and service becomes a word nobody understands.

How can you be sure to get the service you expect and need? Buy equipment from your local NSGA Specialist in Sports. You'll find he's a Specialist in Service, too.



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NATIONAL SPORTING GOODS ASSOCIATION

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rmstrong, Pacific Telephone, vice resident; Ralph Smith and Bob Barw, both of San Diego Park and Recation Department, executive secretry-treasurer and recording secretary spectively.

eek to Increase Industrial hooting and Fishing Activities

New ways of increasing company urticipation in fishing and shooting tivities were discussed recently in a gh level meeting of recreation indusy executives at the Sherman House Chicago.

Top items on the agenda were the 363 AFTMA-NIRA Postal Fishing ontest and the 1963 NRA-NIRA Postal nooting Matches, in both of which . S. industry plays an exclusive role.

All employes of member companies the National Industrial Recreation sociation are eligible to enter both ntests.

New promotional materials on both ntests are now being circulated.

Competing at a time and place of air choosing, contestants each have a ance to win merchandise awards in any regional and national events, plus and prize sporting trips to N. Manitou and in Lake Michigan.

26th Annual Dayton Journal Herald

National Industrial Team Tournament

FIRST PRIZE \$12,500.00

GUARANTEED

Estimated Prize Fund, \$100,000.00 Prize List, 1962—\$77,669.25

C Sanctioned—3,571 teams—17,855 individuals participated

itry Fee \$35.00 Complete

TE!! (All bowlers must be employed by a industrial firm, or business establishment. It time employees not eligible.) Employees Bowling Establishments or Bowling Supply uses are not eligible.

MARCH 23—JUNE 2 (WEEK ENDS)

Write or Call BILL ZAVAKOS VARSITY LANES

Phone BAldwin 2-6151 637 N. Main St. Dayton 5, Ohio

RM RECREATION ROUNDUP

Three Receive Promotions At Hillerich & Bradsby

Carl J. Benkert has been elected executive vice-president, secretary and



BENKERT

treasurer of Hillerich & Bradsby Co., succeeding E. B. Reichmuth, who died Dec. 1.

John J. McGrath was elected vicepresident and director of advertising and promotion, and B. W. Becker

was elected controller, assistant treasurer, and member of the executive committee.



BECKER



McGRAT

Hillerich and Bradsby manufactures baseball bats and golf clubs.

Central Stamping & Mfg. Co. Acquires Franchise

Central Stamping & Mfg. Co., of Polo, Ill., has acquired a franchise for manufacturing and distributing products of Stackhouse Athletic Equipment Co., Salem, Ore.

Central has already begun production of track hurdles, starting blocks, jumping standards and field-marking machines under the franchise. Other lines to be added include sideline benches, charging sleds, goal posts, hockey gear, and locker and training room equipment.

Brunswick Begins Third Bowling Photo Contest

The start of the third annual search for the nation's best bowling situation photos has been announced by Brunswick Corporation.

The contest will run through June 1, 1963. First prize winner will receive \$500, \$300 will go to the runner-up, \$200 to the third place and \$100 to the photographer of the fourth best picture.

There will also be 10 honorable mention awards of \$50 each. Additional in-

formation and contest entry blanks are available through Brunswick Corporation, 623 S. Wabash Ave., Chicago 5, Ill.

Black Top Play Areas Don't Have to be Black

To improve the appearance and protect tennis courts, playgrounds and other asphalt areas against traffic wear and weathering, Vynatex 23, a new color coating can be applied.

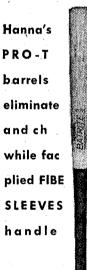
Maintenance Inc., the manufacturer, describes the product as a highly durable vinyl emulsion, available in grass green, concrete gray, and brick red.

Tough and weather-resistant, the coating seals in protective oils at the same time it seals out water.

Johnson Uniglas Substitutes for Bamboo

Johnson Reels, Inc., announces the development of a fly fishing rod made of Uniglas which may eventually replace bamboo.

The Scotchply cloth from which Johnson Uniglas is made is reportedly able to withstand 180,000 lbs. of bending stress per inch. "That's more than equal to the performance of a granddad muskie," say the Johnson people.



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HANNA MFG. CO. Athens, Ga.

Sports Maurals



"HOW TO IMPROVE YOUR SPORTS" SERIES

Here are the best instruction books available on all popular sports. Each one designed and written by outstanding experts in each sport — such as Eddie Hickey on basketball, Dick Seibert on baseball, Dave Robertson on swimming, etc. Each booklet contains step-by-step picture demonstrations on how to improve form and skill. Hundreds of actual photographs. Each book is a frame-by-frame reproduction of the slide film.

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SOFTBALL
SWIMMING
TABLE TENNIS
TENNIS
TRACK AND FIELD
TRAMPOLINING
TUMBLING
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VOLLEYBALL
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This seal, pridemark of the Athletic Institute, identifies its members!

THE Athletic Institute

A NON-PROFIT ORGANIZATION DEVOTED TO THE ADVANCEMENT OF ATHLETICS, RECREATION AND PHYSICAL EDUCATION



Bluegill's as Good as a Bonito In NIRA Postal Fishing Contest

ompanies all over the U. S. will send their top anglers to nearby streams, rivers, lakes and oceans in search of he fish that will win NIRA's 1963 Postal Fishing Contest.

All employes of NIRA-member companies are eligible to enter the contest.

According to John Zervas, of the American Fishing Tackle Manufacturers Association, which co-sponsors the annual event with NIRA, company anglers don't have to land record-setting leep sea fish to take top honors in the contest.

A bluegill will do as well as a bonito, Zervas said, and can ake first place, too, provided it compares more favorably with he world record in the bluegill class than the bonito does in ts class.

In the 1962 contest, Grand National Champion Helen Worman's Pacific sailfish, weighing 118 lbs. edged out the econd place yellow perch at 2 lbs. 2 ozs., by only 27 points, 34 to 507.

In each category, the record holding fish is rated at a posible 1,000 points. The largest yellow perch on record (4 lbs. 1/2 ozs.) and the largest Pacific sailfish (221 lbs.) are each ated at 1,000 points.

It takes only a quick bit of proportion figuring to see how lose Helen Worman's catch was to losing to the much smaller sh.

Contestants in the fishing event fish on their own time, ecord their prize catches on an entry form verified by their ompany recreation director, and send it to NIRA headquarers for judging.

Promotional materials on the contest are now being circuted to 800-NIRA member companies. The contest runs from une 1 until August 31 with monthly prize winners in June, aly and August.

Entries are restricted to 35 fresh- and salt-water fish listed the contest brochure. The best catch in each species will sceive an award and be designated national industrial champion of the year. Contestants may enter more than one fish.

Entry forms must be received by NIRA not later than the 15th of the month following the catch.

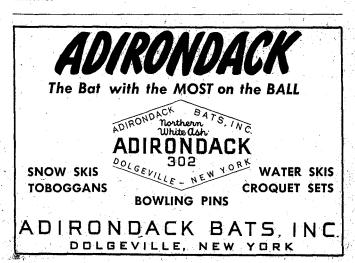
The Grand National Champion of the fishing contest will win a three-day fishing trip to North Manitou Island in Lake Michigan. There he will fish in Lake Manitou, one of the best smallmouth bass lakes in the nation.

On last year's trip, Helen Worman netted a 17 lb. string of fish that included seven smallmouth and five perch.

Winners for each of the three months of the contest in both fresh- and salt-water divisions will receive merchandise prizes for first, second, and third place.

Recreation directors who submit the highest percentage of entries in both divisions, based on total numbers of employes, will receive special merchandise awards.

For further information on this and other NIRA-sponsored contests write to NIRA, 203 N. Wabash Ave., Chicago 1, Illinois.



RIV RECREATION ROUNDUP

Hillyard Appoints New Sales V. P.

The Hillyard Sales Company, distributors for floor treatment and maintenance products manufactured by the Hillyard Chemical Company, recently announced the appointment of Clark W. Hampton as vice president in charge of sales.

Olin Introduces New Line of .22 Rifles

A complete new line of modern .22 calibre rim fire rifles has been introduced by the Winchester-Western Division, Olin Mathieson Chemical Corp.

Specifically designed for the small game hunter and casual target shooter, there are three basic types of rifles in the new "200" line—a semiautomatic, a slide action, and a lever action gun.

Dow's 'Styrofoam' Finds Use in Boat Floats

Lightweight Styrofoam bouyancy billets are now being used to construct boat floats, according to Dow Chemical Co.,

the manufacturer.

Dow claims the foam plastic has several advantages over steel drum pontoons. The foam requires practically no maintenance and can be quickly cut to size for fresh and salt water use.

Game-Time Announces New Toy Line

Game-Time, Inc., announces a new line of Saddle Mate animals for small children. The animals—elephants, hippos, turtles, pelicans, donkeys, and horses—are each set on a single strong steel spring which sways, with the rhythmical movements of the children.

Row That Bulk Away

Snyder Manufacturing Co., of Philadelphia announced recently the develop-



ment of a rowing device called an "Ex-

erslider.

Providing a simple means for getting exercise, the Exerslider is easily stored under a bed or in a closet.

Recreation Bureau Bill Goes to Congress

A bill defining the responsibilities of the Department of the Interior's new Bureau of Outdoor Recreation was recently sent to Congress.

The bill would authorize Secretary of the Interior Udall to maintain a continuing inventory and evaluation of outdoor recreation needs and resources of the nation.

There would also be a provision for research in cooperation with educational institutions, industry, and others to encourage public participation in outdoor recreation.

Firestone Sponsors Handicapped Scouts

Scout Troop #90, of Akron, O., is no different from any other group of scouts except that each of its members suffers some physical handicap.

Firestone, and the South Akron Lions Club are co-sponsors of the group.



RICHARDS

Minnesota is magnificent in May, and a top flight schedule of NIRA events awaits delegates to the 22nd Annual National Conference and Exhibit, in Minneapolis, May 19-21.

NIRA's list of spotlight speakers includes Reverend Bob Richards, director of the Wheaties Sports Foundation, who will keynote the conference with a presentation on the importance of physical fitness to the industrial program.

Chronological highlights of conference events include a pre-conference tour of the Minnesota Mining and Manufacturing 250-acre recreation area on Saturday, May 18, for delegates who come early.

Registration begins on Sunday morning and delegates can begin touring the exhibit area where 60 leading manufacturers will show their recreation products and services.

On Sunday night the Minnesotans will roll out one

Minneapolis Rolls Out Carpet For 1963 NIRA Conference

of their famous bierstube parties for the visiting recreators.

The first general session is scheduled for Monday morning. During the day regional and national elections will take place, and at 3 p.m. Willie Mosconi, world champion billiardist will treat the group to a demonstration of his skill with a cue.

Tuesday will also be an active day with the CIRA breakfast taking first billing, followed by a number of brainstorming sessions including Recreation's Role in Retirement, How to Run a Meeting, and What the Medical Profession Thinks of Recreation.

Other highlights of the Tuesday program will be the Awards Luncheon, and at 7:00 p.m. the Annual Banquet and Floor Show. The Conference will end on Thursday with a bus tour to Minneapolis Honeywell's 30-acre recreation area, where delegates can participate in casting, archery, and shooting contests.

R V INDUSTRY ITEMS

Irazy Styles Make Gala ivening for Olds Girls

One of the biggest events in the spring eason for ladies in at least one Genral Motors plant, Olds, is a crazy hat arty.

Hats of infinite variety, challenging ll description, appear from every-here, showing that the members of lds' Girls Club spend a lot of time and lanning on their creations.

Winners in most original, most comial, and most glamorous hat categories re picked, three winners for each.

ecreation Month eiterates Kennedy Theme

The slogan "Free Time—A Chalnge to Free Men" will headline Naonal Recreation Month this June.

The theme reiterates President Kenedy's urgent interest in the developent of physical fitness and wide use I leisure time on the part of all Ameriuns.

Each week of the month will feature social events designed to provide organizations with splendid opportunities to participate on all age levels. It can furnish industrial recreation directors a variety of ways to show-case the leisure-time activities of employees during the month of June.

The first week: Youth Fitness; second week: Family Recreation; third week: Recreation-and the Arts, and the fourth and final week: Recreation-Through-Service.

Announce Farm Loans For Recreation

The Farmers Home Administration will now make loans to farmers and ranchers to develop and operate recreational enterprises on family size farms.

Funds can be used to develop land and water resources, and to purchase equipment, livestock, and related recreational items, including the payment of operating expenses.

Possible enterprises include camping, tennis, swimming, riding, boating, fishing, hunting, and picnicking.

Brunswick Sports Wins Leadership Award

Cited for strong leadership both in

products and policy during 1962, Brunswick Sports division of Brunswick Corporation won the sporting goods manufacturers' Leadership Award in the second annual contest conducted by *The Sporting Goods Dealer* of St. Louis, nationally known trade publica-

Signaling Brunswick Sports' selection for the honor, Publisher C. C. Johnson Spink presented a plaque to the division with J. H. Asthalter, marketing vice president, accepting.

Maryland Fitness Group Works with Industry

The State of Maryland Commission on Physical Fitness, a group which has long campaigned to gain support for fitness programs of youth, has now thrown its weight behind a program of health activities for industry.

Working with leaders of Maryland's employe and management groups, the commission is sponsoring the adoption of a program of daily exercises which would include volleyball, basketball, touch football, softball, bowling, swimming, soccer, calisthenics, hiking, and other recreational activities for adults.



RIV RECREATION READING

Boating

THE NORTHEASTERN AND NORTH CENTRAL STATES HANDBOOK OF BOATING LAWS / Outboard Boating Club of America, 307 N. Michigan Ave., Chicago 1, Ill. \$1

This essential boaters' handbook gives a complete synopsis of state boat and boat trailer laws, plus applicable Federal laws and regulations in each of the states affected. Simplified charts and tables enable the boat owner to check quickly such things as equipment requirements.

Hunting

HOW TO HAVE MORE PLEASANT HUNTING / Sportsmen's Service Bureau, 250 East 43rd St., New York 17, N. Y. 25¢

An outline for small groups of hunters, this illustrated booklet tells how shooters can start and operate their own small hunting preserves.

Football

DEFENSIVE FOOTBALL / by Sam Huff with Don Smith, The Ronald Press Co. 15 East 26th Street, New York, N. Y. \$4.

A colorful book which describes the techniques of defense, with every aspect of individual and team play systematically covered and graphically illustrated.

Golfing?

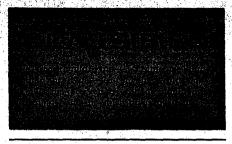
HOW TO PLAY GOLF IN THE LOW 120's / by Stephen Baker and Howard Zieff, Prentice-Hall, Inc., Englewood Cliffs, N. J. \$4.95

A hilarious book, illustrated by one of the nation's top commercial photographers, How to Play Golf in the Low 120's might have been subtitled "How to Do Everything Wrong in Golf and Still Maintain Your Good Humor." You'll chuckle through each of its 100 or so pages.

Gunmanship

GUN DIGEST / edited by John T. Amber, The Gun Digest Company, 4540 West Madison St., Chicago 24. \$3.95

Now in its 17th annual edition, Gun Digest features 384 pages of hunting, target shooting, firearms history, and collecting facts. The book is illustrated with many black and white photographs.



HELP WANTED

Limited territories open for part and fulltime sales personnel to sell Game-time's line of imagineered park, playground and physical education equipment. Highest quality equipment at very competitive prices. Send complete resume, including territory you would be interested in covering, to: Bob Wormser, Vice President-Director of Sales, Game-time, Inc., Litchfield, Michigan.

POSITIONS WANTED

Seeking position as recreation director or assistant in industry. Have degree in physical education and history. Acceptable minimum salary \$5,000. Age 26. Married.

Box #70—RECREATION MANAGEMENT

Man with excellent background seeks position in industry as recreation director or supervisor. B.S. in recreation plus 17 hours graduate work. Married. Age 49. Two children. \$6.500.

Box #71—RECREATION MANAGEMENT

Young man with background and education in recreation seeks position in industry as resort director or recreation director. B.S. in physical education-recreation. Age 24. Married. \$5,000 to \$6,000.

Box #72—RECREATION MANAGEMENT

Seeking position as recreation director or assistant with firm. Summer experience with city recreation department. Degree expected in recreation June, 1963. Available immediately thereafter, Single. Age 22. \$5,500. Box #73—RECREATION MANAGEMENT

Desire position in recreation field. Army overseas division for past year as staff sports director. Background includes coaching, physical education and recreation supervision. Also newspaper work. Many athletic skills. College degree.

Box #61—RECREATION MANAGEMENT

Top Bridge Pair Tours Europe

There's still time for employee of NIRA-member companies to en ter competition which could send pair of them to London and Pari on an all-expense-paid trip vi jetliner.

Competition in the first industry-wide contract bridge tourns ment will be conducted in citie



across the United States an Canada on Saturday, April 2' 1963.

In late October, the winners wi leave by jet for their Europea tour where they will be pitte against top industrial bridge pla ers from England and France.

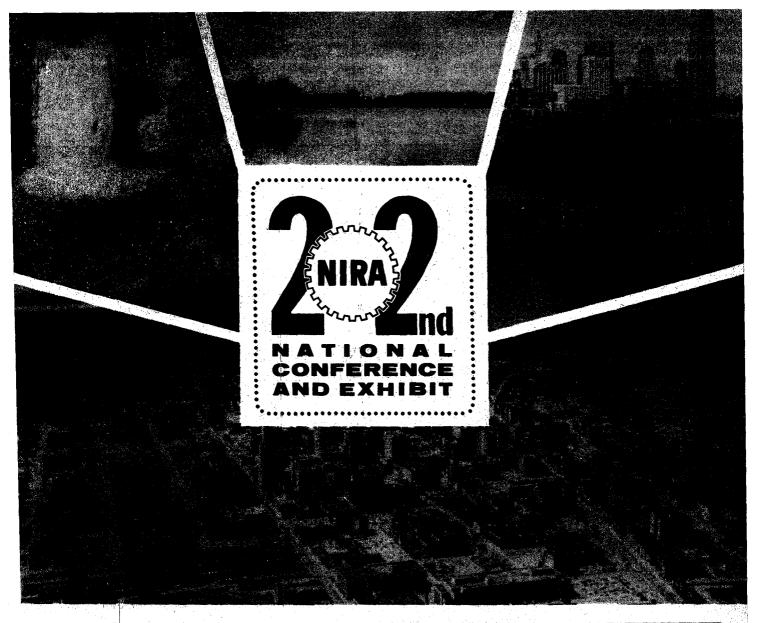
In addition to the grand privatrip, the top pair in each of the eight NIRA regions will receive individual trophies and handson Samsonite folding card tables with matching chairs.

Full particulars, including pr motional literature and poste can be obtained by writing NIR headquarters at 203 N. Wabaa Ave., Chicago 1.

NEXT MONTH IN $\, {f R}/{f M} \,$

Gala Spring Sports Issue

- Golf—A New Kind of Handicap
- Industrial Softball and Baseball
- Pool and Playground Maintenance

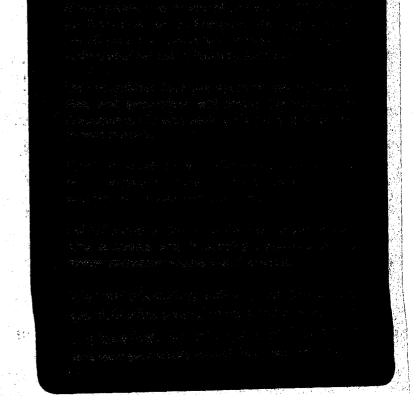


egistration fees: \$40.00 for NIRA company nd branch members, \$50.00 for non-memers. These wrap up a bargain package which icludes three luncheons, the annual NIRA anquet & Floor Show, the opening reception, nd many other outstanding extras.

oom rates at the headquarters Pick-Nicollet otel run from \$8.75 to \$14.50 for a single, ad \$11.75 to \$17.50 for a double.

ives program will feature special sight-seeing tours, a fashion show, luncheons, and ther interesting activities as well as the events fered on the regular conference program. egistration fee: \$20.00.

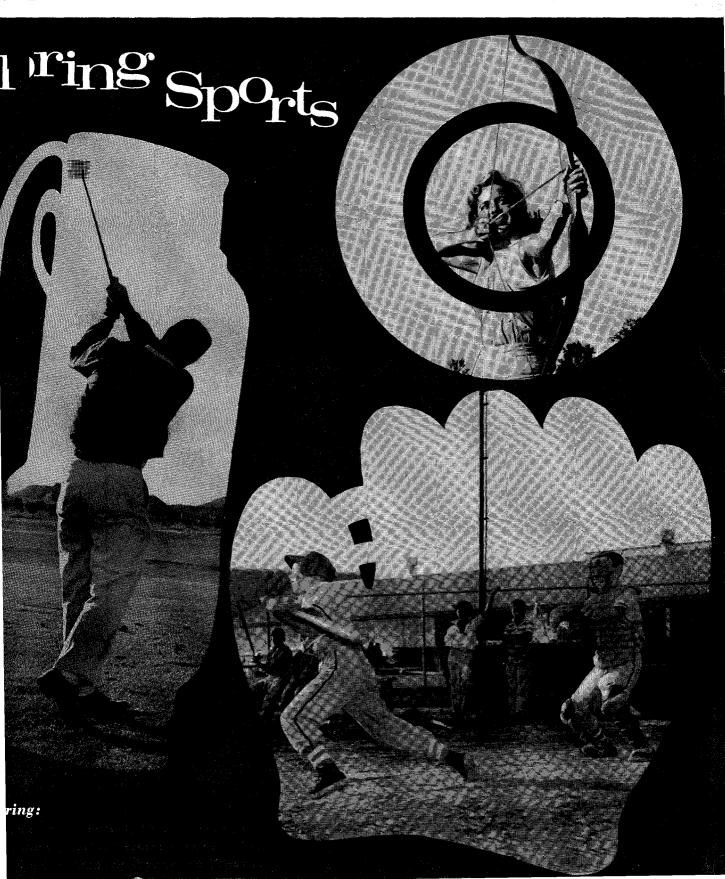
MAY 19.20.21.1963





Recreation Management

THE NATIONAL MAGAZINE OF RECREATION IN BUSINESS AND INDUSTRY





Spalding gives pitchers a break

... with the new 751 softball. It has a horsehide cover. This means it's less slippery to grip, allows more drag on its way from the rubber to the plate. Pitchers enjoy better control, throw better breaking stuff.

But when the 751 is tagged, it goes. Spalding's lively kapok center makes it spring for the fences. *You* get a bonus with Spalding's new 751, too. The

whiteness is *tanned into* the cover, and will last the life of the ball. The cover is double-stitched to stay on game after game. And *two* layers of latex-bonded windings underneath keep it perfectly round.

This coming season, treat your ballplayers to the best softball made. Make Spalding's new 751 the official ball in your league or leagues.

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CH, 1963

LATION MANAGER THY B. MORRISON **MARCH 1963**

Volume 6, Number 3

In springtime poetry may fire the imagination of some, but this month R/M takes a long hard look at the pastimes which will soon attract millions to the out-of-doors-American sports.



RECREATION REATION IN BUSINESS AND INDUST

Published by the National Industrial Recreation Association. 203 N. Wabash Ave., Chicago 1, Ill. Phone: ANdover 3-6697

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Choose Wilson softball uniforms for distinctive styling and long wear!

Hundreds of leading softball teams throughout the nation choose Wilson uniforms for the flashing colors and distinctive styling that represent a winning attitude.

Wilson uniforms are performance-patterned for freedom of movement. Top quality materials give many seasons of long wear.

Wilson custom-tailored or stock uniforms are available in a wide range of styles, colors and materials to suit every budget.

Wilson also offers a wide selection of gloves and mitts to suit every player. Fielder's gloves, catcher's and first baseman's mitts feature the same top quality leather and master craftsmanship

found in famous Wilson major league baseball gloves.

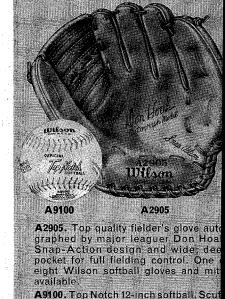
Wilson softballs play fast and sure, retain their shape, balance and firmness through many innings of hard play.

See your sporting goods dealer now for fast service on the full line of Wilson softball uniforms and equipment.

PLAY TO WIN WITH

Wilson

Wilson Sporting Goods Co., Chicago (A subsidiary of Wilson & Co., Inc.)



resistant, white leather cover, complete

washable. Resilient, Private Esta

Kapok core.

signs of the times...

MARKET FOR CULTURE. Hunting, fishing, and following sporting vents are well established popular pastimes. But what about ano playing, painting, and concertgoing? Everyone knows these be the highbrow pastimes of a few. But according to Arnold Mitchell, and Stanford University, in this country there are more piano players and fishermen, as many painters as hunters, and twice as many contrigoers as attenders at major league baseball games. In figures, estimates 32 million do something with a musical instrument, 15 allion paint for a hobby, one million are photographers, and half million are amateur actors.

ATHLETIC GROUP CONDEMNS GRID SAFETY BILL. A Massachusetts committee of medical, educational, and athletic officials has rejected legislation requiring cities and towns to establish safety standards for young football players. The committee described as "confusing and unrealistic" a bill which would require communities to provide, among other things, medical and emergency ambulance service at football games. The proposal also would ban use of plastic face guards by players below high school grades while requiring young football players to be covered by accident insurance.

O VISAS FOR EAST GERMAN ROBIN HOODS. The National Archery Association of the United States has been advised by the secretary general the Federation Internationale de Tir a L'arc that the World's rehery Championship which was to take place at Windsor, England, as been transferred to Helsinki, Finland, due to the difficulty a obtaining visas for the East Germans to cross the English mannel. In addition to causing considerable consternation among me participants, the action necessitates a rescheduling of the ates of all U.S. championship tournaments leading up to the orld Championship.

NO SMOKING PLEASE. The National Federation of State High School Athletic Associations has adopted a strong resolution to prevent professional athletes from endorsing the use of cigarettes and alcoholic beverages. "High school age students are at a most impressionable stage given to hero worship," the resolution states in part, "while abstinence from tobacco and alcoholic beverages is accepted as contributing to healthful living for youths." The organization has made its position clear to manufacturers, distributors, advertisers, and news media, each of which it feels has a special responsibility in the matter.

G HARVEST IN MUSKIES. Records kept by 170 business places in rthwest Wisconsin last year indicated a catch of 2,022 legal skellunge, totalling more than 10 tons. Information from past ars shows that the average musky caught is slightly over 34 ches long. The largest fish recorded was a whopping 54-incher, th 11.4 per cent measuring more than 40 inches. The highest ported harvest per acre of water was 3.9 pounds, or about one gal musky for every 2½ acres.

WORLD'S TAMEST CATFISH? At a windmill-fed pond on the Stanley Mayfield ranch near Sonora, Tex., six-year-old Stanley, Jr., hand-feeds his pet catfish. It's a daily routine initiated years ago by his father. The fish respond to vibrations from the family pickup truck's horn and motor after the fashion that they respond to vibrations from trucks associated with feeding at fish hatcheries. Out they come from their deep water hiding places and practically eat right out of young Stanley's hands.

A Matter Of Man Maintenance

by Rigsby C. Satterfield Manager, Employee Relations McLean Trucking Company Winston-Salem, N. C.

In 1961, according to government estimates, more than 90 per cent of the population participated in some form of outdoor recreation at an expenditure of more than \$20 billion.

The total tab for recreation that year, indoor and out, was more than \$43 billion nationally.

One of the first considerations in any discussion of recreation is that it is big enough to affect the lives of the majority of the people of this country, and that any activity so big must have extraordinary value.

Recreation is also a big business and thus expensive for those who administer it.

But actually, the cost of the recreation program to the company is not the question. The cost question that counts is how much is the individual employee worth?

When your company arrives at an answer to that question, then I think it will better be able to answer questions about the value of its over-all recreation program.

I firmly believe that the prime objective of any business is to make money. Any program which a company sponsors should be designed ultimately to help meet that objective.

When you hire a man at age 20 and retain him to age 65 you will pay him some \$216,000, if his annual wage is \$4,800, and under present wage scales, this is low.

The investment becomes more staggering when you add benefits and training to the figure. In 1961, fringe benefits averaged \$1,254 per employee, according to recent nation survey figures.

Individually and as a group, the employee is your movaluable asset.

His value, including training, experience, wages, fringe etc., continues to increase, and the company can't apply depreciation schedule to him as it can to machinery, truck and buildings.

If your company had this much money invested in equi ment, I'm sure they would take good care of it. That's wat McLean we pursue what we call our policy of man mai tenance.

Being in a highly competitive business we are conscion of preventive maintenance and what it means from a doll and cents standpoint.

When a machine goes bad, we spend time and effort get it running again.

Man maintenance is not as easy as machine maintenan because we do not have a manual of specifications for er ployees. Our problems are as varied as the number of m we employ.

But we feel that to keep the "down-time" of an exployee to a minimum, it helps to have a full-fledged recreation program and a full-time recreation director.

Economically speaking, employee recreation just makes go sense.



GROUP **TRAVEL ABROAD?**

TWA has the inside story on Europe!

Why do so many employee groups choose TWA to Europe? Two of the reasons are shown at left. "TWA Adventures Europe 1963" has all the facts on sightseeing, hotels, dining, shopping, passports, tips, taxes, customs, currency-everything the traveler needs to know about a trip abroad.

"TWA Adventure Tours Europe 1963" is packed with details of many low-cost TWA tours -from 17 to 40 days—to the most fascinating cities and countries on the Continent.

Only TWA offers one-airline service from 70 U.S. cities to 15 overseas centers. That includes non-stop jets from New York to London, Paris, Rome, Frankfurt, Milan, Lisbon and Madrid.

NOTE: a 16mm color sound film, "Super Jet to Europe," gives your employees an exciting preview of their holiday abroad. It's available for group showings at no charge. Mail the coupon for complete information.



"E" AWARD TO TWA-from the Department of Commerce-for expanding travel from Europe to the United States.

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Company. Address

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Nationwide Worldwide depend on





Softball, the sport that once topped the employee participation poll, still packs 'em into the ball park.

Left, the Corning Glass Works softball team in action at Corning, N. Y.

The Amateur's Big-Team Sport

hough softball does not presently enjoy the top spot in the popularity poll among America's industrial athletes it does rank third in overall participation, just behind bowling and golf.

From its respectable third-place position softball still wields a mighty stick, enticing thousands yearly to the batter's box and thousands more to stand and cheer.

Softball is more an amateur's game than its big league brother, baseball. In fact, it's probably America's only mass participation sport which at the same time is almost *exclusively* amateur.

Softball, say its enthusiastic backers, is the one big-team game that still welcomes countless thousands of adults—good and bad players, men and women, for whom it is fun, exercise, and recreation all wrapped up into one.

For most players it's an after-work sport, played out of doors in the cool evening air.

Softball is probably less expensive over-all than either golf or bowling, both in terms of what the firm spends on grounds, maintenance, etc., and in terms of what the employee spends on his own personal equipment.

Players need only a ball and a bat to compete, articles well within the reach of most budgets; and though some companies outfit their squads with complete uniforms, gym shoes and sweat shirts will do as well.

The cost of constructing a softball diamond can vary from several hundred to several thousand dollars, depending on the type of facilities the company decides to construct.

Assuming that the company owns the ground on which the diamond is to be constructed, assuming that permanent or knock-down bleachers are not necessary, and assuming that lights for night games are also not necessary, the company can get off with a reasonably low capital outlay.

Lighting is a good example of a strictly "optional" feature which can run a company into considerable expense. The Amateur Softball Association recommends consulting with lighting specialists, such as those found in the Crouse-Hinds or General Electric engineering departments, to get a good estimate of what proper lighting costs.

Another optional expense is in the kind of material used

for the playing surface of the field. When a dirt surface preferred to sod, the ideal kind of material, according to th Amateur Softball Association, is a mixture of clay and fuler's earth.

Fuller's earth is plentiful and cheap in the Southwe where it is a by-product of the petroleum industry, by transporting it to other parts of the country could prove expensive.

Obviously, many companies make do with the natural r sources available to them when building their diamonds. The "typical" company softball diamond, in fact, is probably we within the reach of the average company recreation assocition, whose funds are garnered from vending profits or en ployee dues.

New company leagues are opening up each year. The "slow pitch" game—which Chicago softball buffs like take credit for making popular—has probably contribute more than any other factor to increase participation in the sport.

There's no great difference, technically, between slow ar fast pitch softball. In slow pitch, the diamond is a litt smaller, the ball is a little larger, and the pitcher's delive comes from below the hip at a moderate speed.

There are, however, more hits in the "new" game becau of the slower pitching. The ball is in play more of the tim fielders get into the action more, and the game becomes much more of a spectator sport than before.

Keeping a watchful eye on the progress of America softball is the Amateur Softball Association.* Sponsoring five national championships annually, in addition to state sectional, and regional tournaments, ASA is now beginning a vigorous youth softball program that promises to catch of

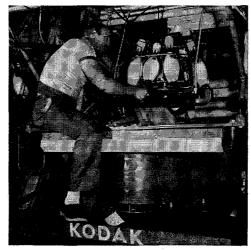
In all, there are still plenty of signs to indicate that we' continuing to experience a softball heyday.

^{*}One of ASA's policy-making responsibilities is to act as watchd over the rules which govern amateur softball in the United Stat At the association's annual meeting in Clearwater, Fla., in Janua 1963, reports ASA secretary A. T. Noren, a number of importa changes in the rules were made which will become effective in Jarary, 1964. R/M will bring you a report on them later this ye





Above: Jim Montinarello, recreation center staff is one of two perfect game winners at Eastman Kodak. Left: Ray Grape makes an adjustment on one of twenty company-owned pinspotters.



Above: Bob Spotts, recreation center staff, checks in retiree Roy Jepson for a session of open bowling.

Bowling at Eastman Kodak

t the EK Recreation Center in Rochester, N. Y., the bowl-🚺 ers of Eastman Kodak Co. recently completed their urth season of play.

The 20-lane center, owned and operated by Kodak, provides ys, for employees, their immediate families, and one guest th.

Nearly 10,000 keglers enjoyed the facilities of the center t year.

Several special group activities make up a good part of the les' activity. One of the most popular is a junior bouling

pgram which attracts 400 boys and girls of Kodak families ery Saturday.

Wives of employees gather for league bowling Monday ough Thursday and turn in good distaff scores regularly. Spirited competition also attends the sessions of the compy retired people. Kodak sponsors special leagues for mend women, as well as mixed groups. Noon hour bowling from 11:30 to 1:30 is also possible, bling Kodakers to get in a couple of practice licks before

bling Kodakers to get in a couple of practice licks before evening leagues begin.

Clayton A. Benson, director of employee activities at Kodak k Works and a former NIRA president and director, feels

that the bowling lanes are an important part of Kodak's extensive industrial relations program of recreational, educational, and social activities to meet the varied interests of Kodak people.

The lanes provide a healthful form of recreation in a wholesome atmosphere where an employee may bring his family, Kodak management feels.

Open 18 hours a day except Sunday, the lanes also give shift workers an opportunity to enjoy the sport at their convenience.

The open bowling policy, according to Benson, enables Kodak people to use the lanes in prime evening time when most bowling establishments are pre-empted for league bowling. At Kodak, league bowling is restricted to Kodak-connected groups. The center also houses facilities for the Kodak Camera Club, including 40 darkrooms, a furnished room for use of retirees, a gymnasium, billiard room, pistol range, meeting rooms, cafeterias, and a 2,200-seat auditorium.

Though Kodak people take their bowling seriously, at least two members of the staff wear smiles when they swap tales of their experiences in the company-owned center.

Both have bowled perfect games, a feat hard to duplicate on anybody's lanes.



If you've never been to Minneapolis, you're in for a big treat when you arrive there as part of NIRA's Conference caravan on May 18 or 19, 1963.

The name Minneapolis is Indian for City of Lakes. It's situated in the heart of the Land of Sky Blue Waters—a vision of pleasant urban living.

Whatever the derivation of the name, Minneapolis and St. Paul, its sister city, are hospitable Midwestern cities, whose people roll out the red carpet for visitors like NIRA conferees.

The Twin Cities area is well suited for entertaining. For one thing, it has perhaps the world's most extensive network of parks, playgrounds, lakes, and woods.

It also has a symphony orchestra and a major league baseball team.

Attractive as just being in Minneapolis in May sounds, the 22nd Annual NIRA Conference and Exhibit is going to be something so spectacular that you can't afford to miss it.

Reasonable registration fees of \$40 for company and branch members and \$50 for non-members entitles you to a conference package not excelled in NIRA's 22-year history.

Wives are encouraged to attend, too, and as usual the conference will feature tours, fashion shows, luncheons, and other highlights specially designed for them.

The activity gets underway on Saturday, May 18, at p.m. with a pre-conference tour of the Minnesota Minin and Manufacturing recreation area, many acres of picnic an recreation facilities owned and operated by one of America most progressive industrial firms. The tour will be followed by a reception dinner at the 3M research center.

Sunday the pace begins on a leisurely note with plenty of time for early registrants to attend services in downtow churches and for later arrivals to filter in from their hom across the nation.

At noon on Sunday the conference exhibit area, showing the latest in recreation products and services will be open for the purchases of the attendants.

That afternoon NIRA committee meetings take place, wi reports on industrial softball, boys baseball, golf, basketba bowling, music, travel, scouting, and NIRA's fishing, shooting, and card tournaments.

That evening Minneapolis holds forth with one of famous Bierstubes, a traditional German welcoming part

The serious business of the conference begins in earns on Monday at 9 a.m. with the first general session.

A new feature of the conference will be the region luncheons, held at noon on Monday, when the new NIR directors will be elected.

At 3 p.m. the world's champion billiardist, Willie Moconi, will demonstrate his skill with a cue stick and at 4:

REGISTER IN ADVANCE—DEADLINE FOR ADVANCE REGISTRATIONS IS MAY 1

Registration Fees:

NIRA Members (Company & Branch) \$40

Non-Members \$5

Wives (Members & Non-Members) \$2

Daily Rates also available

Registration Includes:

- Conference Tours
- Welcome Reception
- Awards Luncheon
- Regional Luncheon
- NIRA Banquet & Show
- Conference Program
- Conference Proceedings
- Registration Badge
- Door Prizes
- Souvenirs

Pick-Nicollet Rates:

Single \$8.75-14.50 Double \$11.75-17.50

Twin \$13.75-18.50

Suites \$27.50-70.00

MAIL TODAY: Your registration card and check. Make hotel reservation direct.









LeROY GILL Conference co-chairman Minneapolis Gas Company

he all-important NIRA Annual Meeting for the election of ne president and vice presidents for the coming year will ike place.

At 8 p.m. on Monday the floor will be given over to the onferees, who can bring up topics of their own choosing at n old-fashioned Town Hall Forum.

Next morning, the members of industrial recreation's most xclusive club, CIRA, will attend a breakfast given in their

The second general session of the conference begins nortly after with these key topics up for discussion: "Recreaon's Role in Retirement," "How to Run a Dinner Meetig," and "Fitness Programs for Industry."

The new Helms Award winners will be announced at the wards Luncheon on Tuesday, at which time Keynoter Bob ichards, director of the Wheaties Sports Foundation, will eak.

Later that afternoon a general session of two-minute prestations on special interest clubs, including riding, boating, dio, coin, stamp, ski, drama, camera, skin diving, sports r, and retiree will take place. Take-home materials will be

An event which is one of the highlights of the conference kes place later that evening—the Annual Banquet and oor Show.

On Wednesday morning the attendants may attend, if ey choose, a post conference tour of the Minneapolis Mucipal recreation facilities and the Minneapolis-Honeywell creation area, where lunch will be served. While there the tendants will have a chance to demonstrate their skills in chery, casting, and shooting competition.

A number of major carriers serve Minneapolis, including aniff, Western, Northwest Orient, Capital, and North entral airlines, and the Great Northern, Soo Line, Burlingn, Milwaukee Road, and Northern Pacific railways.

Make plans now to attend the 22nd NIRA Conference d Exhibit, May 19-20-21, at the Pick-Nicollet Hotel in inneapolis. Plan to come a day early, if you are able, so at you can participate in the pre-conference events.

Mail your reservation card and check today.

Exhibitors

The following companies have already confirmed their exhibit space at NIRA's 22nd Annual Conference and Exhibit. These and other companies yet to be announced will display their products and services for the convenience of NIRA conferees. They will be prepared to take your orders at the conference.

SPORTING GOODS

Adirondack Bats Brunswick-MacGregor Co. Champion Knitwear Converse Rubber Co. Hillerich & Bradsby Co. King Louie Bowling Apparel Northwestern Golf Rawlings Sporting Goods Shakespeare Co. A. G. Spalding & Bros. Wilson Sporting Goods

FACILITIES

Harrison, Brauer, Rippel

TRAVEL

New York Convention Bureau Preferred Travel Service SWISSAIR Seville Hotel Sabena Airlines

VENDING

Coca-Cola Co. Northwest Automatic Pepsi-Cola Co. Seven-Up Co.

PRIZES, HOBBIES, TOYS

Dowst Manufacturing Co. Tandy Leather Co. Saunders Novelty Swiss Melody Corp

RECREATION ORGANIZATIONS

American Bowling Congress International Association of Amusement Parks National Bowling Council National Rifle Association

MISCELLANEOUS

Miracle Equipment Sico Incorporated Twyman Films, Inc.



An eminent psychologist says that a season of competitive sports can be upsetting for the "sensitive minority" of children, though he concedes that there's no better place to learn the habits of good citizenship than on the playing field.



In springtime, fancy turns to . . .

Youth Sports Gets A Han

psychologists have long discussed the forces which capture youth's fancy in springtime. As the debate rages on through the Sixties, competition for youth's leisure time has never been more intense.

The statistics of the youth movement in the United States are staggering. Organizations of every size, scope, and description—from the home town PTA to the President's Commission on Fitness—have joined in the battle.

If ever American youth had the opportunity to participate in organized sports it is now. There's scarsely a major sport which does not have its youth "organizers" on the local, state, and national levels. The list ranges from boxing, tennis, softball, basketball, and football to billiards, shooting, golf, and bowling.

Perhaps no sport, however, has achieved greater popularity in the hearts of the nation's youth than baseball. Participation figures recently gathered from youth baseball organizations reveal that more than two million youngsters play "organized" ball yearly.

Boys who want to follow the footsteps of The Babe generally begin organized play with the Little League when they are nine, pass on to the Pony League when they turn 13, and graduate to the Colt League at age 15.

Later they play under the sponsorship of the American Legion or other youth-minded organizations.

Among the advantages that these groups enjoy are volunteer labor and the sponsorship of American free enterprise. They also serve as valuable supplements to school athletic programs.

It's not at all uncommon for the home town teams to be sponsored by local merchants, while the nation's industrial

giants often sponsor a score or more teams. The former call "advertising" and the latter, "community relations."

Timken Roller Bearing Company, of Canton, O., was one of the first to sponsor Little League and Pony League activities Kaiser Aluminum, of Fontana, Calif., now has a lighted fiel for Pony baseball with a seating capacity of 3,000 persons.

Republic Aviation, Owens-Illinois, Convair, North Amer can Aviation, The Kohler Company, are just a few of th NIRA-member companies which sponsor teams.

Chrysler Corporation was sponsoring more than 100 yout baseball teams way back in 1940, more than a decade before the Little League movement began.

Baseball is not the only youth sport which companies spor sor. Rex Mills, of Gastonia, N. C., sponsors both Biddy Boy and Biddy Girls basketball teams. The Hamm's Brewing C and Minneapolis Gas Co. both sponsor Youth Firearms Safe Programs.

For every company whose management is sold on sponsorir a youth sport there are employees eager and willing to take coaching assignments. The prospect of playing Casey Steng to a group of wide-eyed young sluggers is attractive to mas sports-minded employees.

As more and more firms move out of the congestion of citi into the suburbs, participation in community sports projects f youth become more practical than ever.

Youth sports is a "natural" for companies seeking ways improving their community relations posture.

What does a boy stand to gain from participation in high organized sports at an early age? J. Edgar Hoover is fond

<u>ADVANCE REGISTRATION FORM</u>

NIRA Members—\$40 Wives—\$20 — Non-members—\$50 Wives—\$20

e register the following for NIRA's 22nd Natl. Conference and Exhibit, May 19-21, Address l, at the Pick-Nicollet Hotel in Minneapolis, Minnesota. Title

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STORY ON PAGE

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It us in an the 3M pre-Conference tour May 18.

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Conference I have attended.

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BUSINESS REPLY MAIL MAILED IN THE UNITED STATES



There's scarsely a sport that doesn't have its "youth" organizers. When an industrial firm moves to the suburbs, it often finds youth programs an effective means of improving its community relations.



SPONSOR

SPOPT

rom Industry

aying periodically that "a boy can't steal a car when he's busy tealing second base."

Figures have been compiled to support his point and in one ecent study in an Ohio town, of the 1,100 participants in the ittle League, not one of them was ever involved in a major olice action.

Like all programs that are deemed worthwhile, organized puth sports has its critics. Some children, psychologists claim, in be emotionally upset by vigorous sports competition.

After all, an experience like batting clean-up in the homewn championship can bring with it a good deal of strain and ressure, if you're only eleven years old.

Prof. Kenneth Miller, PhD., of the department of physical lucation at Florida State University, says that sports can be a pwerful tool in teaching the habits, attitudes, and charactertics of good citizenship.

Whether the effects of a season of competitive sports, hower, will be beneficial or harmful to the "sensitive minority" children depends on how the program is conducted. In many stances, Prof. Miller maintains, they are conducted poorly. Professional recreation officials, most of them with backounds in physical education and recreation, have had a abilizing effect on youth sports.

Where companies have lent their support to youth programs rmerly under the administration of volunteer groups alone, e programs have achieved greater continuity and efficiency. Learning to be competitive is an important part of education, and critical as they may sometimes seem, psychologists are nerally agreed that there's no better place to achieve it than the athletic field.

National Junior Sports and Their Sponsors*

JI OKI	01 01400K	ADDREGO
Bowling	Bowling Proprietors Association of America	111 S. Washington Park Ridge, III.
Golf	U. S. Golf Ass'n.	40 E. 88th St. New York 16, N. Y
	Western Golf Association	Golf, III.

U. S. Junior Chamber of Commerce Boulder Park Tulsa, Oklahoma

ADDRESS

Baseball Little League Baseball, Inc. P.O. Box 925 Williamsport, Pa.

> Junior-Pony-Colt Boys Baseball P.O. Box 225 Washington, Pa.

> Babe Ruth League, Inc. 5241/2 Hamilton Trenton 9, N. J.

American Legion Baseball P.O. Box 1055 Indianapolis, Ind.

Basketball Biddy Basketball 601 Brooks Blvd. Scranton, Pa.

Little Guys Basketball Highwood, III.

Football Pop Warner Football 3664 Richmond St. Philadelphia, Pa.

Billiards Boys' Clubs of America 771 First Avenue New York 17, N. Y.

Tennis U. S. Lawn Tennis Ass'n. 120 Broadway New York 5, N. Y.

U. S. Junior Chamber of Commerce

Tulsa, Oklahoma

Boulder Park

^{*}A partial list of the major sports in which NIRA-member companies might sponsor programs for youth, and a list of sponsoring organizations able to lend assistance.



Carbide's Recreation Arsenal

own in Oak Ridge, Tenn., where nuclear fission is a household word, many sportsmen and sportswomen get a bigger thrill out of using ancient weaponry than the most up-to-date devices in the space age arsenal.

The recreation directors for the three Oak Ridge plants of Union Carbide Nuclear Company say that a popular part of the Carbide recreation program is the archery league which

the company sponsors.

With 12,000 employees to choose from, Carbide has no problem filling up its archery league. The archers first hit the range toward the end of April. Competition between the six teams from Carbide's Oak Ridge Gaseous Diffusion Plant, Oak Ridge National Laboratory, and Y-12 Plant is fast and furious during the 18-week archery season.

Competition takes place every Monday evening during season from 5 to 5:45 at the Oak Ridge Sportsman's Club.

When the weather is inclement the archers postpone the match till the following week, and competition is extended an additional week into the fall.

The company uses trophies as incentives to encourage participation in the archery league, and five trophies go to each of the top handicap and scratch teams. In addition there are trophies for the two highest teams in both scratch and handicap competition.

Targets used by the Carbide archers are the standard 5-color, 48" round face variety, scored 5 to 1. The shooting is

done at 40, 50, and 60 yard distances.

The shooters themselves police the target areas while the matches are in progress, with the first relay group setting up the mats and the second putting them away.

Practice is permitted before the shooting begins on Monday evening, and between relays during the match, when time permits.

Four rounds of five arrows each are shot from distances of 60, 50, and 40 yards.

There are only two restrictions on the type of equipment used by the Carbide archery leagues. First there are no bow

sights or other aiming devices used on any bow, since mos of the archers shoot "instinctive." Second, in order to pre serve the target faces, no hunting tips may be used.

The handicap system used is one which the league ha adapted from the National Pistol Association's handicap system.

Come fall and the end of the league season, many of the Carbide archers switch the snub-nosed small-pointed targetips for the razor-edged, triangular hunting tips and go stalking deer in Tennessee forests.



At the end of the season for the Carbide Archery League, trophies are presented by the recreation departments of the three competing plants. During hunting season many archery league members go stalking deer in Tennessee's game-filled forests.



Carbide Archery League members hold matches at the Oak Ridge Sportsmen's Club range and all employees are eligible to participate.

One group's experience in . .

Bow League Organization

If you're considering an archery league for your area, perups with clubs from other companies participating, you ay want to draw from the experience of the Cedar Valley eld Archery League, which increased participation 40 per nt by streamlining its operation.

The Cedar Valley people experienced a slump in particition similar to that reported by many other archery groups roughout the country. Here are a few of the steps they ok to whip up enthusiasm.

One of the most important steps in organizing an archery igue, in the words of Paul Will a CVL official, is to contemporarily to clubs within a radius of 50 miles. Drives longer than 50 miles discourage competition.

Secondly, the CVL archers found that it was important the competitors that the league be "democratic". Therete they elected to use the NFAA handicap system to equalthe archers' skill.

"We educated the member clubs of the league to the new adicap system," Will says, "with the club's field captain ing as the handicapper for each member of individual bs."

At each shoot the winning teams receive prizes, as do the thest handicap scorer from each club.

Γo finance the awards, CVL takes 60 per cent of the prods at every shoot and turns the balance over to the sponing club.

The trophy incentive works well. There is ample money buy the awards and the archers know in advance what d of awards they will be getting when they attend.

n another move to encourage individuals to compete CVL rges no fee for league membership. All that an archer d do is belong to a club which is a member of the league. s is a plus for the individual clubs as well, with many

reporting doubled memberships as a result.

Handicaps are handled this way. At the first shoot an archer attends, CVL takes the scratch score and applies the handicap that it has earned.

"It is true that this is not an accurate handicap but it is the only one possible for first time shooters. At the second shoot we average the first two scratch scores and apply the handicap on that basis.

"At the third shoot we average the first three handicap scores and apply the handicap to that. From that point the archer has a predetermined handicap."

CVL feels it is important to honor only its own league scores in determining handicaps. That way they discourage

The responsibility for handicapping is delegated to a foul play.

league secretary. CVL's league is a large one, and its secretary is therefore reimbursed for the large amount of time he spends working with the handicaps.

"In order to give every club in the league an equal voice, we have each club appoint two members to a board of directors. The board then elects its own officers."

Their duties include: president calls annual meeting one week after close of tournament season and holds special meetings when required; vice president acts as awards chairman and substitutes for the president; secretary keeps an accurate, up-to-date record of each archer's handicap and posts them at each meet; treasurer keeps account of all money received and spent by the league.

Special awards include a perfect attendance award to any archer attending all regular shoots for one season, a big game award to any club member making proper report of a kill, and trophies for the largest, most, and greatest total weight of fish shot with the bow and arrow.



Readers Like Topics 'With Teeth' for R/M

A ccording to a recent readership survey, the majority of our readers seem to feel that R/M is "on cue" most of the time.

When we asked our readers what their favorite R/M story had been over a period of five years, most politely declined to single out one that was better than all the rest.

Those who did pick "best" stories, chose such popular features as: Recreation in the 21st Century, Goodwill Tour of the Far East, The First NIRA Bridge Tournament, How to Plan a Christmas Party, Explanation of CAB Rules, Trip to Manitou, and Conference Recaps.

Asked to name the R/M department they liked best, our readers chose Top Management Speaks number one, with Recreation Roundup and Industry Items coming in close seconds.

NIRA surveys are popular with readers and the recently started feature Signs of the Times is moving up fast in preference.

If the survey indicated that R/M's readers were vehement about anything, it seemed to be that they preferred articles which deal in "specific" rather than "philosophical," "projected," and "general" terms.

Request after request has come in for more articles which "get to the heart of the matter," "stories which will be a constructive help to us in solving problems with which we must grapple daily," "how-to-do-it articles," and "stories we can get our teeth into."

Specifically, R/M's readers asked for help through article on topics as diversified as Enlisting Support of Top Manag ment, Cost Versus Return in Industrial Recreation, Innovitions in Industrial Recreation, Budget Controls, Creatively and Theatre Shows, Programs for Small Companie Parties for Children, How to Communicate Effectively wire Employee Groups, and an endless list of other topics.

One of the most pleasant discoveries turned in by the su vey was in the number of readers who see each copy of R/N

According to the survey, R/M has a pass-along readersh of anywhere from 2 to 25 persons, depending on the size the company recreation setup, and one recreation direct says he makes R/M available to 90 members of his full tir and volunteer staff.

But the average copy of R/M, the survey proved, has pass along readership of a whopping five people, with the recreation directors of fair-sized firms saying they had extered subscriptions for each member of their full-time states.

Half of the recreation directors surveyed said they supp mented their reading with other magazines which deal oc sionally or in part with industrial recreation and/or perso nel management.

By coincidence many of the topics requested for futuissues of R/M are already in our 1963 editorial progra Now, thanks to the survey, many new topics will be add

But whatever the recreation topic, be it billiards, b watching, or budget control, you can look for it first in R/

1963 Genuine Autographed

LOUISVILLE SLUGGER





GENUINE
Mikey Mantle

MODELS:

Henry Aaron Ernie Banks Yogi Berra Ken Bover Norm Cash Orlando Cepeda Roberto Clemente Rocky Colavito Tommy Davis Nelson Fox Jim Gentile Al Kaline Harmon Killebrew Mickey Mantle Roger Maris Ed Mathews Wally Moon Brooks Robinson Frank Robinson Jackie Robinson Pete Runnels Norm Siebern

MODELS:

Henry Aaron Ernie Banks Yogi Berra Ken Boyer Norm Cash Roberto Clemente Rocky Colavito Tommy Davis Nelson Fox Al Kaline Harmon Killebrew Mickey Mantle Roger Maris Ed Mathews Jackie Robinson







Grand Slam

150\$ SPECIAL GRAND SLAM—(Not illustrated). Quality and finish identical to No. 150 above, but turned to slightly smaller dimensions for the particular requirements of High School, Prep School, Babe Ruth League, P-O-N-Y Baseball, and other teen-age players. Six models guaranteed to each carton of one dozen. Lengths 4/32", 5/33", and 3/34" bats in carton. Shipping weight, 24 pounds. Each \$3.70





BPECIAL
POWER Drive
ED MATHEWS

140\$ SPECIAL POWER DRIVE. Turned from fine white ash, natural white finish. Patterned after the original models of the famous sluggers whose names they bear, but turned to slightly smaller specifications for the particular requirements of High School, Prep School, Babe Ruth League, P-O-N-Y Baseball, and other teen-age players. Six models guaranteed to each carton of one dozen. Assorted lengths 32" to 34"; shipping weight, 24 pounds.

Each \$3.20

Bats for BABE RUTH LEAGUE

Any bat in the Louisville Slugger bat line may be used in BABE RUTH LEAGUE play. However, the "specials" (125S, 150S, 140S, and 130S) are particularly suitable for players of this age group.

Bats for JUNIOR . PONY . COLT BASEBALL

Any bat in the Louisville Slugger bat line may be used in COLT LEAGUE play. For PONY LEAGUE the following are approved: 125S, 150S, 140S, and 130S. Also, any Junior or Little League numbers may be used in Pony League or JUNIOR PONY LEAGUE.

HILLERICH & BRADSBY COMPANY, INC., LOUISVILLE, KENTUCKY

Also Makers of Grand Slam Golf Clubs

rinted in U.S.A.

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Sole Hit HARMON KILLEBREW



Big Leaguer





SPECIAL Safe Hit AL KALINE

130\$ SPECIAL SAFE HIT. Turned from ash, with rich dark maroon finish and natural white handle. Patterned after original models of the famous sluggers whose names they bear, but turned to slightly smaller specifications for the particular requirements of High School, Prep School, Babe Ruth League, P-O-N-Y Baseball, and other teen-age players. Six models guaranteed to the carton of one dozen, assorted lengths 32" to 34"; shipping weight, 24 pounds.

Each \$2.30



EADER

9 LEADER. Natural finish. Assorted famous sluggers' models. Assorted lengths, from 32" to 35"; shipping weight, 26 pounds......

.....Each \$1.80

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BASEBALL . LITTLE LEAGUE . SOFTBALL

LOUISVILLE NO. 500 BAT ASSORTMENT

with 18 Bats is shipped in a hard hitting FLOOR DISPLAY CARTON

Contains:

6 BASEBALL BATS—One each of models 125 Flame Tempered, 1255 Flame Tempered 1505, 1405, 1305 and 9.

4 SOFTBALL BATS—One each of models 100W, 54, 52H and 50.

8 LITTLE LEAGUE BATS—Two each of models 125LL, 125J and J2. One each of models 125BB and JL.



LEAGUE



Junior

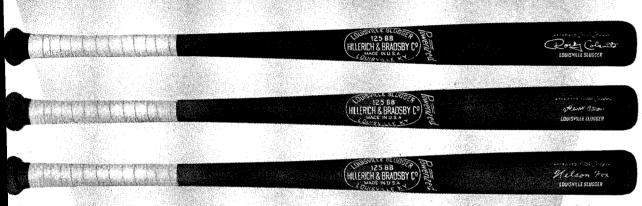
PERFORMANCE MAKES THEM FAMOUS



Roger Marie

125LL GENUINE AUTOGRAPHED LITTLE LEAGUE LOUISVILLE SLUGGER — POWERIZED. Large-size junior bat. Turned from select, open-air-seasoned white ash and hickory. Each carton of one dozen contains approximately half with natural white finish and half with antique finish. Autographs of Henry Adron, Rocky Coldvito, Nelson Fox, Mickey Mantle, Roger Maris, and Ed Mathews. Packed 1/28", 3/29", 4/30", 3/31", and 1/32" bats in each carton. Shipping weight, 21 pounds





25BB GENUINE AUTOGRAPHED LITTLE LEAGUE LOUISVILLE SLUGGER — POWERIZED. Large-size junior bat. Assorted finishes, Red, ue, and Green (4 of each color to the dozen). White tape grip. Autographs of Henry Auron, Rocky Colovito, Nelson Fox, Mickey lantle, Roger Maris, and Ed Mathews. One dozen in carton. All bats of one length (28", 29", 30", 31", or 32") of your choice. Shipping eight, 21 pounds. Each \$3.20



J GENUINE AUTOGRAPHED LITTLE LEAGUE LOUISVILLE SLUGGER — POWERIZED. Medium-size junior bat. Turned from select



Little Leagu

LITTLE LEAGUE "It's a Louisville." Large size junior bat with two-tone black barrel and white handle finish. Each bat contains name of one of these famous hitters: Henry Aaron, Rocky Colavito, Nelson Fox, Mickey Mantle, Roger Maris, and Ed Mathews. dozen in carton, 28" to 32" lengths. Shipping weight, 20 pounds.......



APPROVED Little League



... ove Lutte League Herry aaron LOUISVILLE SLUGGER

LOUISVILLE SLUGGER



SOFTBALL



125Y LOUISVILLE SLUGGER OFFICIAL SOFTBALL BAT. For the consistent hitter, a small-barreled but with gradual taper to small grip. Finest selection of second-growth ash and/or hickory; antique finish. One dozen to carton, 6/33" and 6/34"; shipping weight, 22 pounds Each \$3.70





125W LOUISVILLE SLUGGER "SPEED SWING" OFFICIAL SOFTBALL BAT—POWERIZED. Assortment of popular models packed in carton of one dozen. Turned from select ash and/or hickory. Finished in natural ash white. Lengths, 6/33" and 6/34"; shipping weight, 22

meteor 🕦

LARGE BARREL SOFTBALL MODELS

The bats listed and described in this group were designed for power hitters who prefer large-barreled models. Each of these models, at its largest part, is of the new maximum size — 21/4" in diameter.



125V LOUISVILLE SLUGGER "FAST SWING" OFFICIAL SOFTBALL BAT. For strong hitters—a new bottle-shaped model, only recently designed, with a long, large barrel (21/4" in diameter) that tapers down abruptly to a medium handle. White ask with natural finish. White tape grip. One dozen in carton, 4/32", 4/33", and 4/34". Shipping weight. 25 pounds.



380A LOUISVILLE SLUGGER "ATLAS" OFFICIAL "POWERIZED" SOFTBALL BAT. Ash and/or hickory timber with natural finish. White tape grip. One dozen in carton, 6/32" and 6/33" lengths; shipping weight, 22 pounds.





300 LOUISVILLE SLUGGER "MARS" OFFICIAL "OIL TEMPERED" SOFTBALL BAT. Ash and/or hickory finished in ebony. White tape grip. One dozen in carton, 6/32" and 6/33" lengths; shipping weight, 22 pounds.....

LOUISVILLE SLUGGER





ROCKET

250B LOUISVILLE SLUGGER "ROCKET" SOFTBALL BAT—ASSORTED OFFICIAL MODELS. A splendid variety of models—answers full team requirements. Turned from select ash and/or hickory; ebony finish. One dozen in carton, 6/33" and 6/34"; shipping weight, 23 pounds



HALERICH & BRADSBY CO

VENUS



















75 RB RAINBOW ASSORTMENT

75RB H & B RAINBOW ASSORTMENT OF "RED FLASH," "GREEN FLASH" AND "BLUE FLASH" SOFTBALL BATS. An assortment of softball models finished in bright red, green and blue with gold branding. Solid white tape grip. Four bats of each finish to each carton of one dozen, 6/31" and 6/32" lengths; shipping weight, 23 pounds.













LOUISVILLE SLUGGER





54L It's a Louisville "SWATTER" OFFICIAL GIRLS' MODEL. Natural white finish ash with blue zapon grip. One dozen in carton, 33" length; shipping weight, 21 pounds.











50 "WALLOPER" OFFICIAL SOFTBALL BAT. Brown finish. One dozen assorted models to carton, 33" and 34" lengths; shipping weight, 23 pounds

RECREATION AND PLAYGROUND BATS

These newly developed models were specially designed to fill the need for all-purpose bats in Recreation and Playground play,





ecreation

AREA CONTRACTOR OF THE STATE OF



PLANGROUND



PUNGROWN

PL10 OFFICIAL PLAYGROUND BAT. An assortment finished in Red. Blue, and Green (4 of each color to the dozen) with gold foil branding. White tape grip. One dozen in carton—assorted models only, 28" to 32". Shipping weight, 20 pounds.



02 CRACKERJACK BAT. Small boy's bat. Golden finish, burn branded. Three dozen in carton; 28" length only. Shipping weight, 45 pounds ________Each \$1.0

In Softball as in Baseball...One Trademark stands Supreme



THOR 86 · MEN'S WOODS

Solid Persimmon Heads

HEAD \(\preceq\) Large, with deep face. Rich cherry finish. White keystone face insert with red center inlay. SHAFT — THOR, standard flex.

GRIP - Red leather with built-in RIB GUIDE feature. SET - Driver, Brassie, Spoon, Cleek \$90.00 Individual clubs (including No. 5 Wood) \$22.50



THOR 8662 MEN'S IRONS

LEVELUME Plated Heads

HEAD - Forged carbon steel, with flange-weighted back - bright LEVELUME nickel chrome-plating. SHAFT - THOR, standard flex.

GRIP - Red leather with built-in RIB **GUIDE** feature.

SET - Nos. 2 thru 9 and Putter \$139.50

Individual clubs, including Pitching Wedge

Wedge\$ 15.50



Solid Persimmon Heads

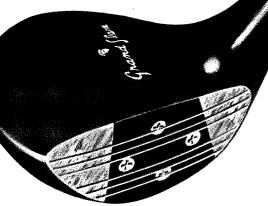
HEAD - Medium sized, with lustrous persian orange finish - black fiber insert.

SHAFT - MARS, standard flex.

GRIP — Brown leather, with built-in RIB GUIDE feature.

SET - Driver, Brassie, Spoon, Cleek . . . \$60.00 Individual clubs\$15.00

LEFT-HAND also available.



MARS 7662 **MEN'S IRONS**

LEVELUME Plated Heads

HEAD — Forged carbon steel, LEVELUME chrome-plated with heavy crescent-weighted back.

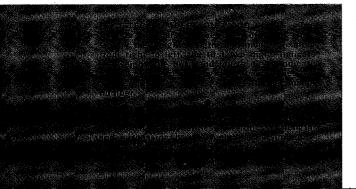
SHAFT - MARS, standard flex.

GRIP - Brown leather with built-in RIB GUIDE feature.

SET — Nos. 2 thru 9 and Putter \$90.00 Individual clubs, including Wedge\$10.00

LEFT-HAND also available.

BRADSBY HILLERICH











Gay Brewer



Frank Beard

for the LADIES

VENUS 66 · LADIES' WOODS

Solid Persimmon Heads

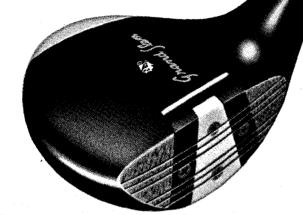
HEAD - Medium, with medium deep face. Ebony finish. Black and white face insert and white plastic back.

SHAFT - THOR, ladies' flex.

GRIP-Red leather, with built-in RIB GUIDE feature.

SET - Driver, Brassie, Spoon, Cleek . \$90.00 Individual clubs (including No. 5 Wood) \$22.50

LEFT-HAND available without plastic back.





LEVELUME Plated Heads

HEAD — Forged from carbon steel with flange-weighted back. Bright LEVELUME nickel chrome-plating.

SHAFT - THOR, ladies' flex.

GRIP - Red leather, with RIB GUIDE feature. **SET - Nos. 2 thru 9 and Putter.....\$139.50** Individual clubs, including Wedge . \$ 15.50 LEFT-HAND also available.

Grand Slow

TROY 56 · LADIES' WOODS

Solid Persimmon Heads

HEAD — Medium sized, finished in emerald green, with white fiber keystone face insert.

SHAFT - MARS, ladies' flex.

GRIP - Black leather, with RIB GUIDE feature.

SET - Driver, Brassie, Spoon, Cleek \$60,00

\$15.00 Individual clubs (including No. 5 Wood)

TROY 5662 Ladies' Trons LEVELUME Plated Heads HEAD—Forged carbon steel, with crescent-weighted back—bright LEVELUME chrome-plated.

SHAFT - MARS, ladies' flex.

GRIP - Black leather with RIB GUIDE feature. \$90.00 SET - Nos. 2 thru 9 and Putter



Individual clubs, including Wedge



Frank Boynton



Miller Barber



Gene Bone



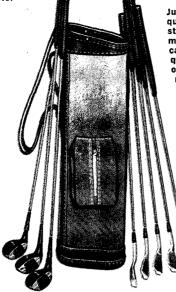
\$10.00

Paul Hahn

RIB GUIDE GRIPS—The grips of all Grant Slam woods and irons have the popular RIB GUIDE Built in. This very useful feature—a ris that runs down the back of the grip—has, a comfortable feel and helps to guide the hands and fingers into proper gripping position.

LEVELUME PLATING, the threst possible plating for promegolf cheats. FLEVELUME is a heavy, bright, maker-chaome and smore corresive resistant than any other plating. It has a smooth, meat, hand some look and is long lasting.

LUB LENGTHS • Men's woods based on 2½" and 43" driver, except MARS 75 nd left hand woods, which are available 43" only. Ladies' woods are based on 1/2" driver. Men's irons match 381/2" o. 2 iron. Ladies' irons match 371/2" No.



JUNIOR GRAND SLAMS

Junior Grand Slam Golf Clubs are of H & B quality throughout and are sturdily con-structed by the same craftsmen who make the highest priced models. Specifically designed to meet the particular requirements of young golfers, these clubs offer every advantage of the finest matched sets. RIGHT-HAND only. JUNIOR WOODS

HEAD — Genuine Persimmon, medium-sized, finished in persian orange with black fiber, keystone, inserts. SHAFT — Special, with junior flex. GRIP - Red rubber with RIB GUIDE

feature. SET - Driver 39", Brassie 381/2",

\$39.00 lndividual clubs \$13.00

JUNIOR IRONS

HEAD — Forged steel with bright LEVELUME chrome-plating. Pyramid flange back.

SHAFT — Special, with junior flex. GRIP—Red rubber with RIB GUIDE feature.

SET - No. 3-35", No. 5-34", No. 7-33", No. 9-321/2", and Putter \$45.00 311/2" Individual clubs

SPECIAL JUNIOR OUTFIT

This four-club - plus bag - special Grand Slam junior outfit is ideal for the young. Consists of a Brassie, Nos. 3 and 5 irons, and putter in a tough canvas, ribbed, bag. No other combination of junior clubs is available in this outfit at this special



SPECIAL PUTTERS

MODEL A PUTTER-Aluminum mallet-type head of shallow depth—offset neck. Satin finish with bright sweet spot on face and bright guide line across top. Equipped with black GRIP RITE rubber grip, flat on top side. Right-hand only\$15.50

MODEL AW PUTTER-Same head style as Model A. Shaft of antique-finished, choice-quality, hickory—long distinguished for its fine feel \$15.50

MODEL B PUTTER — Bronze head with shallow blade. Wide, beveled, top edge. Very long hozel. Fancy perforated, spiral grooved, RIB GUIDE leather grip, flat on top side. Right-hand only ... \$15.50

MODEL D PUTTER — Forged from brass but with satin chrome finish. Mallet-type head of shallow depth with extreme gooseneck. Fancy perforated RIB GUIDE leather grip, spiral grooved, flat on top side. Right-hand only \$15.50

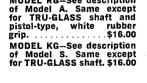
MODEL G PUTTER — Forged steel head with shallow, thick, two-way "rocker" blade for right- or left-handed golfers. Satin LEVELUME nickel chrome-plating. Equipped with a GRIP RITE rubber grip, flat on top side. \$15.50

MODEL H PUTTER – Forged steel head with LEVELUME nickel chrome-plating. Shallow thick blade with wide top edge and very wide flange sole; gooseneck. Leather RIB GUIDE grip, fancy perforated with spiral grooving – flat on top side. Right-hand only. \$15.50

MODEL E PUTTER—Brass head with shallow, thick, two-way "focker" blade for right- or left-handed goffers. Equipped with rubber GOLF PRIDE pistol-style grip, flat on top side.

MODEL S PUTTER — "Two Way" shallow steel head, bright LEVELUME nickel chrome-plating, wide top edge. For right-or left-handed golfers. RIB GUIDE leather grip, spiral grooved, flat top side. \$15.50



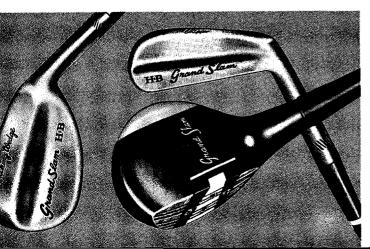


GLASS SHAFT PUTTERS

MODEL WG—See description of Model E. Same except for the TRU-GLASS shaft and

GRIP RITE rubber grip. \$16.00 **MODEL RG-See description**





SUPER CLEEK (Special No. 5 Wood)—Small, pear-shaped genuine Persimmon head with shallow face and with several degrees more loft than a standard No. 4 wood. Black finish. Standard flex ATLAS shaft. Black perforated leather RIB GUIDE grip. Right-hand only. Men's specifications only. 41½" length only. \$30.00

CHIPPER — This handy approach iron was designed expressly for run-up shots. Same length as putter, has upright lie and slightly lofted face. Flange sole head with shallow blade. LEVELUME nickel chrome-plated. THOR shaft. RIB GUIDE red leather grip. \$15.50

2-WAY CHIPPER — For right-and hand golfers. Precision craf LEVELUME-plated head with sandt scored face area. Thor pattern s with fine quality leather grip. \$1

PITCHING WEDGE — A very effective pitching iron for getting the ball the air quickly. Deep, lofted (rithan No. 9 iron) blade with wide hole. LEVELUME nickel chrome-pla on head. RIB GUIDE red leather Right-hand only. Men's specifical

No. 1 irons are available in right-only—and only in models ATLAS 9 9062R and THOR 8662.

HILLERICH & BRADSBY CO., LOUISVILLE, KENTUCKY



This is a model of the General Dynamics/Fort Worth (Tex.) recreation area which won the National Helms Award in last year's judging. Model will be on display at Minneapolis Conference.

HELMS AWARD JUDGES ANNOUNCED

NASH



BLANKENSHIP

MEYER





McMORRIS

Awards will be made at NIRA's 22nd Annual Conference

and Exhibit in Minneapolis, May 19-21. Serving as judges

for the Helms Foundation are the following leaders in the

LEONARD



The Helms Industrial Recreation Award, given yearly by VIRA to the five firms whose contribution to employee servces through recreation is most outstanding, is the highest onor in the field.

Rev. Robert E. Richards, former Olymic pole vaulting champion. Presently lirector of the Wheaties Sports Foundaion, he is active also in promoting Presilent Kennedy's youth fitness program.

Rex McMorris, executive vice president f the National Golf Foundation. At one me managing editor of Golfing and folfdom magazines, he has served as xecutive vice president of the U.S. unior Chamber of Commerce.

loyd R. Eastwood, professor in counelling, Los Angeles State College. Himelf a former Helms Award winner, rof. Eastwood has appeared in Who's Tho and has done outstanding work for he American Football Coaches Associaon and NCAA.

olonel Ted Bank, president of the thletic Institute since 1945. Formerly hief of the Army Athletic, Recreation nd Physical Training Division, Col. ank is one of the outstanding figures American athletics today.



RICHARDS



BANK

recreation services field.



Jaycees, Mr. Blankenship will travel an estimated 170,000 miles this year for his organization. Dr. Jay B. Nash, executive secretary, N. Y. State Association for Health, Physical Education and Recreation, Dr.

Doug Blankenship, 43rd president of the U.S. Junior Chamber of Commerce.

Formerly president of the Georgia State

Jaycees, and vice president of the U.S.

Nash also serves as school health consultant for the N. Y. State Committee on Tuberculosis and Public Health. Dr. Harold Meyer, chairman, Recreation Leadership Curriculum, University

of North Carolina, and a consultant of the North Carolina Recreation Commission. Dr. Meyer is co-author of Community Recreation.

R. R. "Dutch" Leonard, president of the National Sporting Goods Association. Formerly with Voit Rubber Co., Dupont, and A. G. Spalding Co., Leonard is president of Badger Sporting Goods Co., Inc., in Madison, Wis.



Not just the president, but the comptroller's secretary . . .

olfdom Comes of Age

For the Average Joe Worker

It all began in 1913, according to popular report, when a young American worker horrified golfdom's landed gentry by whipping a titled twosome from Britain.

Since that giddy day the proletarian duffers have been

heading for the golf course in droves.

Now, not only the company president plays, but the tool and die man, too, not to mention the pressman, the shipping clerk, and the comptroller's secretary.

American industry has long been aware that its employees show tremendous interest in the sport. Progressive management was quick to discern that golf had great potential for cementing employee-executive relations.

Workers who enjoyed golf found that they enjoyed it even more when playing with groups of their fellow employees. Alert personnel directors were only too happy to offer assistance in the organization of leisure time golf leagues.

Soon there also emerged leagues for workers wives and women workers, leagues for retired personnel, etc. Golf eventually supplanted softball as the number two recreational outlet for employees. Only bowling still surpasses it.

Rather than depend on the facilities of public golf courses, companies with sizable budgets and considerable imagination began to build or purchase golfing layouts for their employees. Today there are at least 125 company-owned golf courses in the U.S.

IBM is an example of the corporation with the vision to purchase a valuable tract of land, which not only serves as the company golf course, but is also a worthwhile addition to the company's investment portfolio. IBM's golf club is the former Guggenheim estate, 206 acres at Sands Point, N. Y., including a 57-room clubhouse.

Undertakings of this magnitude, of course, are the exception rather than the rule, as most companies do not have the capital to begin and sustain a golf program as extensive as IBM's.

However, budget considerations should in no way keep any company from enjoying a modest but completely satisfying program of industrial golf. Scores of small- and medium-sized companies have made arrangements with municipal and private golf courses for time and space for their employees to play.

The National Golf Foundation and the National Industrial Recreation Association have also put together a publication expressly for companies starting golf leagues on a "tria and error" basis. The booklet, entitled *Golf for Industry* contains much valuable information for do-it-yourself recreation directors on how to get started in industrial golf.

Typical of the NIRA-member companies with full-fledged golfing programs is the Continental Steel Corporation of Kokomo, Ind. Though Continental does not own its own course, recreation director Verne Vaught has arranged with the local Legion Course to use its facilities at prescheduled times.

Verne runs a strictly controlled program, and golfers who do not abide by the league rules must pay the penalty. A man who fails to play when scheduled causes his team to lose two points automatically.

Continental Steel operates two separate leagues, one of Monday nights, and the other on Wednesday morning and afternoon.

The teams which place first and second in both league play 18 holes at season's end for the Continental Champion ship. To participate in the play-offs a man must have played at least 8 games during the season.

In addition to the Continental Championship for tean play, the company holds an Individual Player Tournamen for its top golfers.

Here's how Verne handles the handicap. Men who playe in one of the Continental leagues the previous season us



Golf has supplanted softball as the number two recreational outlet for employees. The average Joe Worker swings a club more than just "occasionally" and any number of avid duffers inhabit a typical plant. Above: Employees of Armco Steel Corp., Middletown, Ohio, participate in company golf tournament at club (not company-owned) near plant.

he handicap established by the average of his scores for that eason—but only during the first game. New men use 70% f the difference between the score and par.

In the second league game everyone shooting 35 to 45 ross the first night will use 80% of the difference between heir score and par. Those shooting 46 to 55 gross the first ight will use 80% of the difference up to 46 strokes—and hen 60% of the difference for the rest of the strokes.

Those shooting 56 and up during the first game, will use 0% of the difference up to 46 strokes, 60% of the difference up to 56 strokes and 40% of the difference for the st of the strokes.

After the first night, last year's handicap is dropped, and ter the first half dozen contests, handicaps are figured on e average of the six latest games played.

Handicaps may not raise more than two strokes per game e first four games the golfer plays. The total raise of an dividual handicap will be limited to 50% of his handicap e first night or 3 strokes, whichever is greater.

Players on each team are listed by Verne according to eir handicap. In actual competition, a golfer plays against member of the opposite team with the same handicap.

It is possible for each man on a team to take one point, as ell as the team itself, for an overall point total of five.

Verne's company is quite happy with its league and feels is an important part of the recreation program. And the ployees at Continental love it. So do employees everywhere. In fact not since the game came into being nearly 200 ars ago has it enjoyed the popularity it does in this decade. his despite the fact that there has been surprisingly little olution in the game itself since the early days.

Most of the nation's recreation directors feel the same way out their golf programs as Verne does about his. Their thusiasm points to an ever-increasing participation of nerican industry in golfing.

Handicapping the Occasional Golfer

The USGA Golf Handicap System remains the approved method for determining basic handicaps but it will not solve all of the problems which face handicappers.

One of the most difficult problems is that of determining fair allowances for novice and occasional players. The man who seldom plays is entitled to a fair shake in the competition.

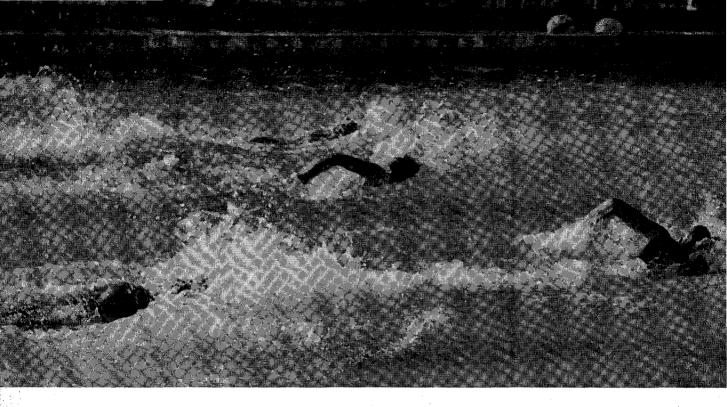
One method of handicapping which would seem to fit the role is the Callaway System of Automatic Handicapping.

Under this method, a player's handicap is determined, after each round, by his gross score for the 18 holes and by the worst, or highest, individual hole scores he has made.

For instance, if his gross score was 107, he turns to the accompanying table and opposite that score finds that he may deduct the total of his four worst, or highest, individual hole scores. Thus, if he had scored one 9, two 7s and several 6s, he could deduct 29 strokes, giving himself a net score of 78. For example:

	CLASS A
Score	Deduct
Par or less	Scratch
One over par to 75	½ worst hole
76 to 80	Worst hole
81 to 85	Worst hole plus 1/2 next worst hole
86 to 90	Two worst holes
91 to 95	Two worst holes plus 1/2 next worst hole
	Three worst holes
	CLASS B
101 to 105	Three worst holes plus 1/2 next worst hole
106 to 110	Four worst holes
111 to 115	Four worst holes plus 1/2 next worst hole
116 to 120	
121 to 125	, Five worst holes plus ½ next worst hole
	CLASS C
126 to 130	Six worst holes—LIMIT

Note: Worst hole equals highest hole score. Half strokes count as whole strokes.



POOLS, TOO, ARE BOOMING

In the eight or ten years that the swimming pool boom has been underway, the number of pools in the United States has increased from 28,000 to nearly 400,000. Americans spent something like \$700 million in 1962 for pool construction.

Indicating that the boom still has not reached its peak is the fact that 5,000 more pools—57,800 in all—were built in 1962 than in 1961. Pool industry mentors are confidently predicting that 1963 will be a banner year with construction figures reaching more than 70,000.

About one third of all existing pools are in California, but a surprising number of them are now being built in the Northeastern United States.

Homeowners—especially those in warm climates, with good incomes, and an increasing amount of leisure time—have taken to back yard pools by the thousands.

The swimming pool industry itself has shown a great deal of imagination in helping the boom along. Possibly the greatest factor in the boom is the fact that pool construction costs have been reduced to a point where they are equivalent to the cost of a new car or pleasure boat.

Swimming pools can be constructed of a variety of materials, including poured and pneumatically applied concrete, fiber glass, plastic liners, and metal.

A prominent stock broker recently commented that he wished the president of a swimming pool company he knew of would put in a pipe line to his office because more than any other industry, swimming pools seemed to indicate the trend of the economy.

More and more American firms are taking long, hard looks at pools as a part of their recreation programs. They realize that pools are a good investment in health, as the old swimming holes are seldom supervised and often contaminated. Swimming instructions for beginners are also considered a good investment.

Many people teach themselves to swim, but faster and better results are usually available with instruction. A few hours are actually all that are required to learn the basic skills.

Many organizations provide swimming instruction at little or no cost, including the American Red Cross, Young Men Christian Association, Young Women's Christian Association the Boy Scouts and the Girl Scouts.

More than 30 NIRA-member companies have swimming pool facilities. Among them are Callaway Mills Co., LaGrang Ga.; IBM Corporation (two pools), Endicott and Pougl keepsie, N. Y.; Olin Mathieson Corp., Pisgah Forest, N. C The Kohler Co., Kohler, Wis., and Louisville Cement Co. Speed, Ind.

Flick-Reedy Corp., of Bensenville, Ill., which employ fewer than 500 people, has a pool which doubles as its "wat tower." Situated in an area near Chicago's O'Hare Intern tional Airport where a high water tower would be considered a hazard to incoming aircraft, company engineers came up wi this dual purpose design which serves the company well.

Points to consider when laying plans for pool construction are:

- proper size, shape, location and cost for the company
- -construction of pool walls and bottom
- -circulation: filtration and purification equipment
- -lighting and bathhouse design to care for safety and fu use of pool and grounds
 - -fencing, traffic flow, and first aid
 - parking for cars and seating for spectators

Among the operating problems with which those who ov corporation pools must cope are the following:

- —a checking system for suits, towels, and clothes—concession stand
- —rules to be obeyed: e.g. no running at poolside, no game and so forth
- -pool maintenance and proper regulation of clorination and filtration
 - -management of pool and bathhouse
 - —lifesaving and first-aid equipment and personnel.

Cup at right is the Charles H. Goren Trophy, a traveling trophy which will be given to the winning pair in NIRA's first annual bridge contest. In all, contestants have a chance to win 35 trophies in regional and national competition.

NIRA Bridge **Entries Roll In**



As we go to press, more than 40 NIRA-member companhave announced their intention to sponsor local units in r first industry-wide contract bridge tournament. By the ne entries close, April 1, this number is expected to double. Several letters have been received requesting clarification some of the rules. Fred Canaday, Tournament Chairman, s answered several of them for us.

uestion: "Mr. Smith and Mr. Jones are employed by our company. Both detest bridge. Their wives, however, are bridge addicts. Can Mrs. Smith and Mrs. Jones enter as a pair.

nswer: "The girls are ineligible unless both are also employees of a member company."

uestion: "Mr. Smith is an employee—so is Mr. Jones, Mr. Smith plays bridge, his wife doesn't. Mr. Jones does not play bridge, his wife does. Can Mr. Smith and Mrs. Jones play as a pair?"

nswer: "Not unless Mrs. Jones is Mr. Smith's sister."

uestion: "In our recreation program the entire family of any employee enjoys full membership status. Thus in our Bridge Club, husbands, wives, brothers, sisters, sons, daughters, etc., are all full members of our club. May these family members enter the tournament inasmuch as they are recognized as full members of our Bridge Club." nswer: "Sorry. The rules state that eligible employees may play only with other eligible employees or with immediate relatives. In other words, one member of each pair must be an employee."

iestion: "Are employees of NIRA affiliate and associate members also eligible?"

iswer: "Yes. They are employees of NIRA-member companies."

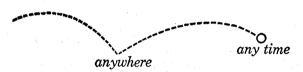
iestion: "Our Bridge Club would prefer to schedule a unit of the National Tournament Friday night, April 26, or Saturday afternoon, April 27, because of a conflict with a local tournament. Can they do this?"

iswer: "Unfortunately, they can't. The rules state that games must start no earlier than 7 p.m., nor later than 9 p.m. on Saturday, April 27. There can be no variation."

iestion: "We know two wives are not eligible to win local, regional, or national awards (except Master Points at the local level) in the tournament, but we have two pairs eager to play anyway-just for the experience and the thrill of playing in their first "par" tournament. May they?"

Answer: "Yes, if they pay their entry fees. When scores are recorded by the local director, their cards and the summary sheet must both be clearly marked to show that these pairs are ineligible for award consideration. We appreciate their contribution to the scholarship

It is obvious that the Bridge Tournament has aroused a great deal of interest and excitement. Let's hope the Tournament Chairman's estimate of a maximum of 4,000 entries proves to be the acme of conservatism.



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ACCORDING TO A RECENT STUDY BY American Liberty Press, Milwaukee, the company recreation director's duties encompass full responsibility for the employee recreation program.

He reports directly to the employee relations director, often directly to the company president.

American Liberty believes that a good employee recreation program is a powerful tool for maintaining high morale, and that the recreation director ought to be free to design and supervise a full spectrum of activities to accomplish that end.

Organizing and supervising sports activities, crafts, hobbies, games, picnics, Christmas parties, and excursions comprise the major part of his preoccupation with employee recreation, the study says.

Additional Duties. He is also responsible for procuring, maintaining, issuing, and replacing the equipment and materials used in these activities.

He supervises the making of schedules for the use of indoor and outdoor recreational facilities, such as the recreation room, card room, auditorium, employee library, bowling lanes, craft room, gymnasium, baseball diamonds, playfield, horseshoe pits, picnic areas, tennis courts, and golf course.

In addition to activities which are strictly recreational, he develops and directs other "extra-curricular" projects involving employee participation such as safety programs, fund drives, blood bank, sick visitations, plant newspaper, bulletin boards, various social groups or clubs, and tickets for sports and other entertainment events.

For Afield Projects. He even gives an assist with projects as far afield from employee recreation as group and hospital insurance, food and cafeteria service, vending machines, employee parking, welfare fund, retirement activities, company stores, and employee discount purchasing.

Most companies prefer a man for the position, because of the heavy preoccupation with sports, the necessity for supervising maintenance crews, etc.

A high school education and four years of college leading to a bachelor's degree in recreation, sociology, business administration, or physical education are the company's recommended background, the study notes.

The promotion outlook for recreation directors is good, according to American Liberty, who place industrial recreation at a high level.

Advancement to industrial relations manager, personnel manager, employee relations manager, and similar higher positions are possible.

HE RECREATION director at the Equitable Life Assurance Society of America is called Manager of Activities and Services and he is a member of the Personnel department. Thus he reports directly to the Vice President-Personnel Director.



Two Views Recreation

What sort of man is the company recreat rector?

To find the answer R/M went to Am Liberty Press, Milwaukee, publishers of a content of the conte

R/M then went to The Equitable Life Ass Society of the United States, a leader in the employee services and asked that firm how v study compared with its own recreation m ment setup.

What we discovered—what we suspec



e Company irector

—was that there probably is no "typical" tion director, because he has to be a man of talents, whose job requires him to tackle a variety of tasks daily—tasks which are often or to his company alone.

pite our reluctance to speak of "averages," perience taught us that most recreation diprobably are sports-minded and popular e employees, have a facility for working with budgets, possess a good sense of humor and the for organization, and are able to keep tabs umber of special assignments that can only be classified "recreation."

hort, they're pretty versatile fellows.

In general it's his job to plan, promote, publicize, and administer the personnel activities program of Society and to manage the operation of the employee and executive food services.

He has considerable freedom, but also the responsibility, for the development and recommendation of Society's overall policy with regards to employee recreation, and he directs the administration of a personnel activities program comprised of four main categories—athletic, social, hobby, and instructional-type classes.

Explaining Company Policy. He is responsible for interpretation and explanation of Society policy on recreation to activity group chairmen, captains, and managers and directs assistance to such individuals as required.

Like his counterpart in the American Liberty study, the manager of activities and services at Equitable is also responsible for the administration of many employee volunteer and charitable programs, including the blood bank, charity drives, savings bond drives, Christmas toy collections, people-to-people programs, and Junior Achievement participation.

Direction of employee discount services, travel literature, voting and other miscellaneous bulletins, booklets, and the company bulletin board system, is also his responsibility.

Though not directly responsible for employee communications (as American Liberty's recreation director was) he is responsible for the accumulation and preparation of newsworthy material relating to Society employee activities for release to the advertising, publications, and press relations department, and carries on close liaison with that department on publicity relating to personnel activities.

Operation of a central photo service, on the other hand, for coverage of Society activities for promotion and publicity is his direct responsibility.

Food Services Duties. His prerogative for setting company policy extends to the food services field and he submits recommendations concerning employee and executive food services which include equipment, facilities, subsidies, and caterers.

His direction of food services also includes the operation of morning and overtime wagon service, as well as the employee cafeteria and executive dining facilities.

He maintains a constant liaison with the caterer, and investigates serious complaints pertaining to food service operation and even negotiates price and menu changes.

He personally approves expenditures for personnel activities and food services except those of minor nature for which authority is delegated to subordinates and those of unusual nature or large amounts which require approval at a higher level.

As his counterpart in the American Liberty study was expected to do, the Society recreation director performs a number of duties which are far afield from both recreation and food services, including investigating employee suggestions, coordinating the installation and maintenance of office bacgkround music facilities throughout the home office, and coordination of the Equitable Credit Union on whose board of directors he serves.

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N.I.R.A. NEWS

ord Recreators Host National Bowl Meet

The 16th National Industrial Bowling Championships were held in late Februry at the Satellite Lanes in Inkster, Aich.

Hosted by Ford Motor Company's Employees Bowling Association, the ournament attracted more than 90 inlustrial teams.

When the last frame had been bowled n the grueling two-day competition, the op team on the five-man handicap oster was Holloway Construction Co., Petroit. The Minneapolis Honeywell eam, Minneapolis, took first place in he actual pinfall category.

Winner of the Whirlpool two-speed as dryer was Art LaPointe, of Ford, ho threw a high six game total of 1257. ligh individual game honors went to G. tt, of Whirlpool, St. Joseph, Mich., and erald Gusse, Auto Specialties Mfg. Co., t. Joseph, topped the high three game ategory.

an Diego Recreators lost Western Conference

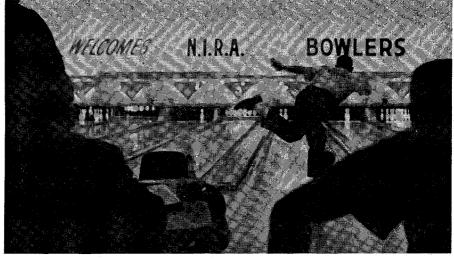
NIRA's Western Conference, sponred jointly by the San Diego Indusial Recreation Association, attracted dustrial delegates from all over the buthwest when it was held in San iego in mid-February.

The conference was chaired by on Glasser, Astronautics Recreation ssociation.

Among the speakers who headlined e two-day program were:

-Cletus Gardner, director of county rks and recreation, San Diego.

-Eden Ryl, self-development consult-





Top: A view of Satellite Lanes. Below left: Wally Kunhert, Ford Bowling Association; Steve Wendelken, Whirlpool; and Tom Bodary, Ford Recreation three who contributed to success of the meet. Right: High six-game winner Art LaPointe poses with tournament's top prize, a Whirlpool dryer.



ant, Hollywood

-Ed Mitchell, NIRA President, U. S. Steel Corp.

-Don Neer, NIRA executive secre-

-Fran Leland, industrial specialist, USAF

—Sherry Miller, instructor in selfimprovement at Astronautics Recreation

-William Loerke, incentive awards coordinator, San Diego County

-Col. Ted Bank, president, Athletic Institute

NIRA Profiles Directors Of New Member Companies

K. E. Goetschel, personnel manager of Johnson Service Company in Milwaukee is a University of Wisconsin

GOETSCHEL

graduate and currently serves as president of the Milwaukee County Industrial Recreation Council.

An eleven-year man with Johnson, Goetschel's responsibilities include labor relations, employment, plant safety, and recreation.

R. E. Partrick serves in the newly created post of recreation coordinator

with Chemstrand Company, in Greenwood, S. C. He held many offices in the company's Athletic Association between 1955 and 1961 when he accepted his present assignment. The Greenwood plant is



the second Chemstrand division to join NIRA.



J. McMullin, second from left, General Manager of the Salt River Project, greets Don Neer, NIRA ecutive secretary, at recent meeting in Phoenix. Facing camera is Ed Mitchell, NIRA president, far left is Pera Club President, A. L. Monette.



Panel scene at NIRA Western Conference in San Diego. Left to right, Harold Keen, California TV-Radio personality; Don Greco, Northrup Corp.; Ken Wattenberger, City of Burbank; Dudley Armstrong, Pacific Telephone and Telegraph.

Pera Club Holds First NIRA Luncheon in Arizona

On February 18, 1963, the Pera Club of the Salt River Project was host to the first NIRA luncheon in the state of Arizona.

On hand for the event were Don Neer, NIRA executive secretary, NIRA President Ed Mitchell, of U. S. Steel and Director Wally Dowswell, Motorola Corp.

J. R. McMullin, general manager of the Salt River Project, greeted the more than 80 industrial recreation representatives attending.

Granville Tops Slate Of St. Louis IRC

Bert Granville, recreation director for McDonnell Aircraft, was re-elected president of the St. Louis Industrial Recreation Council at the organization's annual meeting held in February.

Other officers for 1963 include James Hoag, Ford, vice president; Elaine Reiter, Orchard Paper Co., secretary, and Ken Kroeger, Union Electric, treasurer.

Twenty-five firms, representing about 75,000 employees, belong to the group.

Physical Fitness Classes Offered to Milwaukee Workers

The Milwaukee Public Schools, Division of Municipal Recreation, will arrange to have physical fitness classes conducted at various social centers if a sufficient number of company employees are interested in joining.

The program is backed by Andy Thon, executive secretary of the Milwaukee County Industrial Recreation Council, Inc., and a former NIRA Industrial Sportsman of the Year.

Physical fitness makes us feel better, look better and work better, say the Milwaukee fitness buffs.

International Recreators Plan Japan Meet for '64

Delegates and observers from governmental and voluntary agencies associated with leisure are expected to gather from all parts of the world to attend the International Congress on Play, Recreation and Leisure in Japan in October, 1964.

Planned to coincide with the start of the '64 Olympics in Tokyo, the Congress will draw many officials of the world games.

Sponsors of the meet are the International Recreation Association and the National Recreation Association of Japan.

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WRITE FOR ILLUSTRATED CATALOG AND PRICE LIST

RV RECREATION ROUNDUP

General Dynamics Forms Kart Club

At General Dynamics Astronautics i San Diego, employees who are auto rac ing enthusiasts recently banded togethe to form a Kart Club.

The club's meetings feature Karts of display, movies of karts and kart races and often an instructional question an answer session.

The club plans competitive racin events plus Kart outings designed t promote family fun.

Saimes Helped Shape Timken Exercise Program

The man who helped divise and direct the Timken Company's recreation execise program last summer at Canton Recreation Park was none other tha George Saimes, All-American.

Recreation administration is not a futime duty for him yet, however. He play pro ball with the Buffalo Bills of the American Football League in '63.

Working with the Timken recreator was just summer work for Saimes, where was between semesters at Michigan Sta University in East Lansing.

TRAVEL CORRECTION

R/M regrets that in its speci travel issue, (Feb. '63, page 9) erred in giving the dates for restri tion of travel eastbound crossin the Atlantic. Line should rea "Transatlantic crossings will not I permitted at all: eastbound Jun 24 through July 7, and westboun August 25 through September

Aerojet General Forms Wrestling Club

Some employees of Aerojet Gene Corp., of Sacramento, Calif., have novel program for keeping fit.

Twice a week the group—all men meet at the company recreation cen and proceed to tear each other apart.

Though admittedly a small club, the Aerojet wrestlers nevertheless have enthusiastic membership, and have expected a program for beginning wrestlers.

It's not required that prospect members be hefty—so long as they: plucky.

GM Puts Its House Organ on Tape

Company recreation and employee elations officials who are perplexed by he communications breakdown that ometimes occurs between management nd employee will be interested in the ovel way in which three General Motors plants "get out the word."

They tape, instead of print, their ouse organ and contract with local adio stations to play five shows a week rom 6 to 7 a.m.

GM employees in Flint, Mich., Anerson, Ind., and Warren, O., hear the amiliar sound of the factory whistle on heir radios early each work day as they et up and prepare to leave for work.

The programs feature human interest tories about GM employees in three ities. In each case a popular local radio ersonality serves as the program's host. Taped interviews are made with emloyees about their hobbies, families, avels, jobs, community activities, spetal honor awards, human interest ories, etc.

There are talks with suggestion award inners and factory safety tips. Interpersed frequently throughout the houring show (in early morning disc-jockey shion) are time checks to keep emoyees on schedule.

The programs are devoid of commer-

GM has found that the program is a al morale factor. There are many emoyees in its plants who have become pert at their hobbies.

They make willing subjects for the ily interviews.

Pre-Conference Retirement Seminar

By popular request, a special wo-day short course on Recreation's Role in Retirement has been added to this year's confernce program. Sessions will take blace Saturday, May 18, 1 p.m. o 4 p.m. and Sunday, 10 a.m. to p.m. See you in Minneapolis.

orth American Aviation edicates Rec Center

North American Aviation employes re treated to their first look at that npany's new recreation center when pacious 20-acre complex of buildings and grounds was dedicated recently.

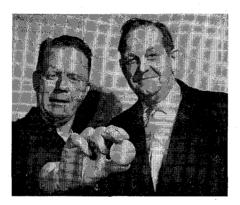
Facilities include a three-section swimming pool with a diving area and spray pool, meeting rooms, play area, softball diamond, men's and women's gyms, showers and steam rooms, picnic shelters, snack bar, and kitchen facilities.

Soon to be completed is a vast picnic area.

Two Chrysler Men Score Aces With Same Ball

Chet Palmberg, of Chrysler, Detroit, was having the best day in 34 years of golfing.

In competition in the Chrysler twilight league Chet walked up to the tee



Ronnie Buckman, left, examines ball with which he and Chet Palmberg, right, both slammed aces.

and slammed one 140 yards into the 12th hole.

On the 18th hole Chet's partner, Ronnie Buckman, said, "Chet, you're getting too much publicity to suit me. I'm going to ace this one.

"You can't," replied Chet, "unless you use my ball."

So he lent Buckman his ball and he too knocked one in on the fly.

Whirlpool Takes Up the Bow

Keen-eyed woodsmen at Whirlpool Corp., of St. Joseph, Mich., have joined what is probably the first archery league ever formed in Western Michigan.

Whirlpool mans three of the league's teams—the Target Masters, the Flint Heads, and the Broken Arrows.

Ford Employees Unite To Preserve Harmonicas

A group of Ford employees recently formed a club which they call the Society for the Preservation and Advancement of the Harmonica.

Main spirit behind the club is founder Earl Collins, a collector of harmonicas, and a weight analyst in Ford's Body Engineering division.

SPAH now has 150 members in the Detroit area, 40 of them Ford employees.

GM Employees Form Flying Club

Ever feel the urge to "jet" away from it all?

Several GM employees found the answer to this urge when they formed the Christian Flying Club, Inc., in Pontiac.

The GM club members, eleven in all, have the satisfaction of jointly owning their own airplane, a 1950 model "G" Ercoupe.

Ward Sly, the club president, explains that club flying is the least expensive method, whether a person flies to qualify for a pilot's license or just for pleasure.

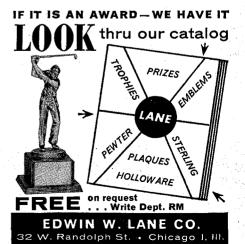
Minneapolis Gas Sponsors Youth Firearms Program

Minneapolis Gas Company is in its third year as sponsor of a youth firearms safety program for children of employees.

Boys and girls between the ages of 12 and 16 may enroll. The only cost is \$2 which goes to the state firearms safety office for the certificate awarded each youngster upon completion of the course.

The certificate entitles the youngster to hunt until age 16.

More than 100 youngsters have completed the course in the three years that Minnegasco has been offering it. Minnegasco was the first company in Minnesota to sponsor the course in cooperation with the state firearms safety office.



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Recreation Not Sole Key to Keeping Trim

K eeping employees trim and fit is not the sole reason why management decides to launch an industrial recreation program for its employees, but it is a factor.

Trim employees are healthier than hefty ones, and less of

a liability to the company.

The human body is probably the only mechanism which wears out from *lack* of use and physical recreation is one way of assuring that its parts get the proper use to maintain its health.

But recreation alone isn't the answer to keeping fit. The best exercise for keeping trim is still the pushing you do to get away from the dinner table, and the best kind of physical discipline is in overcoming the temptation to overeat.

According to the Council on Foods and Nutrition of the American Medical Association, one out of every five Americans is carrying excessive weight that he should cast aside.

Most authorities agree that one of the trouble spots is a problem very familiar to most adults—weight control. Americans are eating more and better than ever, but exercising less.

Actuarial statistics show that an alarming number of persons are seriously overweight, and obesity and long life don't usually go together. Extra pounds put an extra and often damaging strain on the heart.

Keeping score on calories is an important part of losing weight. Calories are merely units of energy found in all food. If you eat more calories than your body can use in its normal daily activity, the excess is stored as fat—and it's this storehouse you're after.

Most people leading modestly active lives need 15 calories

per pound to maintain their desired weight.

So if a person's "ideal" weight is 150 pounds, you can consume foods containing no more than 2,250 calories each day.

Eat slowly and load up on fillers—carrot sticks, leafy vegetables, radishes, and fresh fruits. Get a calorie counter book-

let, study it and plan your menus around it.

The secret to successful diet is not a dramatic shake-up in your eating habits. Instead, it is just a little less of everything. Discretion is the better part of dieting, so leave off the whipped-cream topped chocolate double-scoop sundaes.

Omitting proteins, carbohydrates, fats, vitamins and min-

erals in the daily diet can endanger health.

Don't take any drugs without the advice of your physician. They can be extremely dangerous. Federal investigators report that overweight Americans waste \$100 million annually on phony reducing products.

Dedication and determination are the mainstays of your diet. The only "secret" to weight reduction and control is in adhering to sound nutrition and intelligent dietary habits.

I'll bite. What chance does that yellow perch have?

hat chance has a yellow perch weighing 2 lbs. 6 oz against a Pacific sailfish weighing 118 lbs. in a nation wide fishing contest?

If such a yellow perch had been entered in last year's NIRA Postal Fishing Contest, it would have won first place from the sailfish by 567 to 534 points. (As a matter of fact, the 196 Shakespeare Grand Award-winning 118 lb. Pacific sailfist topped a 2 lb. 2 oz. yellow perch by only 27 points, 534 the 507!)

In the 1963 NIRA contest, co-sponsored for the second year by the American Fishing Tackle Manufacturers Association each fish entered will be awarded a certain number of point based on its weight in relation to the 1962 world record for that particular fish, which is rated at 1,000 points.

For example, a bluegill weighing 2 lbs. 6 oz. would be wort 500 points, equal to one-half the record of 4 lbs. 12 oz., o

1,000 points

However, although a largemouth bass at 5 lbs. 9 oz. would clearly outweigh that bluegill on a pound-for-pound basis, would lose to the lighter fish on points, 500 to 250, equal one-quarter of the world record 22 lbs. 4 oz., or 1,000 points

A bluefish, heavier than either the bluegill or bass at 8 lb 1 oz., would land in between with 333 points, one-third of the

world record 24 lbs. 3 oz., or 1,000 points.

Thus, with 35 species eligible for the contest, every fishe man or woman has a chance to win no matter where he or sl fishes—from farm pond to deep, blue sea.

Any employee of an NIRA-member company is eligible enter the contest, which runs from June 1 to August 31.

Each catch must be registered on the official NIRA ent form, which must be completely filled out, properly witnesse and accompanied by a photograph of the fish.

Entry forms must be received by NIRA not later than the

15th of the following month.

June, July, and August winners in both fresh- and salt-wat divisions will receive merchandise prizes for first, second, at third place.

Over-all winner will receive the Shakespeare Grand Awa—a free, three-day fishing trip to North Manitou Island

Lake Michigan.

Recreation directors who submit the highest pecentage entries in both divisions, based on total number of employe will receive special merchandise awards.

R V INDUSTRY ITEMS

ichool Aids in Industrial ennis Plannina

The 3rd Leighton-Barta National ennis School for Teachers will be held t East Stroudsburg State Teachers Colege in East Stroudsburg, Pa., in two uplicate sessions, June 19-23 and June 4-28

Either session of the school is deigned to give the knowledge necessary o present sound, effective tennis instrucion for industrial recreation programs.



d Mitchell, left, NIRA president, tries his hand drilling ball on AMF's revolutionary new drill. all was given to him in honor of his contribution the sport. Don Neer, of NIRA, and Clay Hendcks, of AMF watch.

ynn Joins Par Golf

Par Golf Co., of Milan, Ill., announces ne appointment of George W. Lynn as ales manager.

The Company handles supplies and quipment for driving ranges, miniature olf courses, and 3-par golf courses.

olleyball Joins Olympics

For the first time in the history of ne Olympic Games, both men's and omen's volleyball will be included in le competition in Japan in 1964.

Volleyball is an American game creed and developed in the United States, rimarily through the YMCA's.

DA of New York lolds Year-End Meeting

The Industrial Recreation Directors ssociation of New York held a yearnd meeting aboard the American Exort Lines'"S. S. Constitution."

The purpose of the meeting was to troduce the membership of IRDA to novel approach to travel.

Four tentative seasonal tours have en offered to IRDA for 1963, inuding Caribbean and Mediterranean uises, a motor coach tour to Washgton and Williamsburg, and a Westn Rail Tour.

Purdue to Host Industrial Golf Meet

The Eighteenth Annual Midwest Industrial Golf Championships will be held in Lafayette, Ind., on August 17 and 18, 1963, on the Purdue University Golf

Any Industrial company is eligible to participate in the event, provided each player is a bona fide employee of that company and is not receiving remuneration for playing or teaching golf.

Ray Detrick, Goodyear Tire & Rubber Co., is coordinating the event.

Portland 'Fun Center' To Be Recreation Spectacular

Recreation centers grow more elaborate vearly in the extent of the facilities they can offer the sports minded.

Planners of a two-acre recreation center on Portland's east side say their projected 48-lane bowling area—largest in the Pacific Northwest—is just one of many features of the center.

Others include an Olympic-size swimming pool; an outdoor barbecue area; a 16-table billiard room; badminton, handball, and motion picture rooms; exercise and steam rooms; a roller skating rink; a child care room; banquet facilities, and a restaurant.

Leisure Time, Yes Recreation, No

Include part-time jobs and "moonlighting," and the typical employee now works not 40, but 47 to 48 hours per week, according to Sebastian de Grazia in his new book, "On Time, Work, and Leisure."

The mid-nineteenth century workweek of 70 hours has been drastically reduced, but de Grazia points out that in those days the worker usually lived near his office or factory.

Today the average American spends about eight and a half hours a week in do-it-yourself chores (not hobbies) around the house.

The report concluded that the availability of leisure time is still one of the important unknowns in estimating future levels of recreational activity.

USLTA Plans Tennis Week

As part of its drive to increase participation in playing tennis, the U.S. Lawn Tennis Association announced recently that "National Play Tennis Week" will be held July 7-13, 1963.

"If you play tennis," says USLTA, "teach those who do not. If you don't know how, learn."



Athens, Ga.

RIV RECREATION READING

Boating

BASIC SEAMANSHIP AND SAFE BOAT HANDLING / by Blair Walliser, Doubleday and Company, Inc., 575 Madison Ave., New York 22, N. Y. \$4.95

The author, a captain in the U. S. Coast Guard Reserve, covers the subjects taught in basic seamanship and safe boat handling courses of the U. S. Coast Guard Auxiliary. It is planned also as a useful reference for the instruction courses of the Red Cross, Boy Scouts, and Outboard Boating Club.

The Out-Of-Doors

LAND ALIVE / by Ronald N. Rood. The Stephen Greene Press, 120 Main St., Brattleboro, Vermont.

"Alive" is exactly the word for this nature book. It brings a new awareness of outdoor life that comes from the author's training and work as a naturalist. A fascinating look at the abounding wild life on a 100-acre section of farmland.

Fitness

BASIC PHYSICAL EDUCATION IN THE YMCA / by Dr. Harold T. Friermood, Secretary for Physical Education, National Council, YMCAs of the U. S.

While primarily intended for use in the nation's YMCAs, this instructional booklet contains information that is applicable to the physical education programs of all types of organizations which include phy ed for men, women, boys, and girls.

Fishing

THE LIFE STORY OF THE FISH: HIS MORALS AND MANNERS / by Brian Curtis. Dover Publications, Inc., 180 Varick St., New York 14, N. Y. \$1.50

Dr. Curtis, one of America's foremost ichthyologists and a dedicated sportsman, now chronicles his many years of scientific research and experimentation. A sampling of information included in the book: many fish can change their color, though blind ones cannot . . . the cod can have as many as 9 million children at once . . . sharks have no bones . . . most fish do sleep . . . tuna, the world's fastest fish, have been clocked at thirty miles an hour.

Indoor Sports

HOW TO KEEP FIT AND ENJOY IT / by Warren Guild, M.D. Harper & Brothers, New York 16, N. Y. \$3.95

This book gives you a fresh approach on a much overworked field. The author, who is associated with the American College of Sports Medicine as well as Harvard Medical School, stresses pointers for the middle-age man who has no intention of "slowing down."

Retirement

THE RETIREMENT HANDBOOK / by Joseph C. Buckley. Harper & Brothers, New York 16, N. Y. \$4.95

This is an exceptional book in a field often dulled by trite material. You may be up on some topics, such as income planning for retirement—but the discussions on housing, climate, where to live, etc. are well worthwhile.

Fishing

FISHING SECRETS OF THE EX-PERTS / edited by Vlad Evanoff, Doubleday and Company, Inc., 575 Madison Avenue, New York 22, N. Y. \$4.95

The eighteen authors of this book, all acknowledged angler-writers, have put down the most important tips, techniques, and secrets used in catching their favorite fish. All anglers, regardless of the level of their experience, should find this book helpful.

Softball

THE SOFTBALL STORY / by Morris A. Bealle. Columbia Publishing Co., 1835 K. Street, Washington, D. C. \$2

This colorful book of softball miscellany gives you a lively rundown on the sport. Not a how-to-do-it manual, *The Softball Story* chronicles some of the more memorable events in the history of the development of the game in this country.

CLASSIFIED

RATES: regular type—15 cents per word; bold face type—25 cents per word, Copy must be received by 5th of month preceding issue in which ad is desired.

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Large Midwest association allied to th public recreation field is seeking woman, age 30 to 45, for the above pos tion. Will supervise office, prepare activi ties reports, attend conventions and special meetings, perform member relationship duties, do some speaking and public relations work; travel 15% to 20%. Background desired in recreation as teacher, manager, and/or participant Could be in physical education, publi recreation programs, the Y.W.C.A., etc. Administrative experience very helpful but not required. Should have a colleg education, and be personable and ou going, good at meeting people, an unmarried. Starting salary \$8,400 t \$10,000. This is truly an excellent oppor tunity, and your interest is invited, i confidence, if you have the desired back ground and personal qualifications Please send full details, including mer tion of your recreational hobbies. Box #74—RECREATION MANAGE MENT

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Planning the Company Picnic



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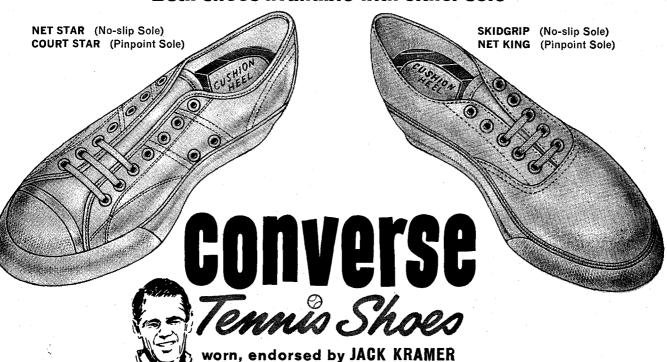
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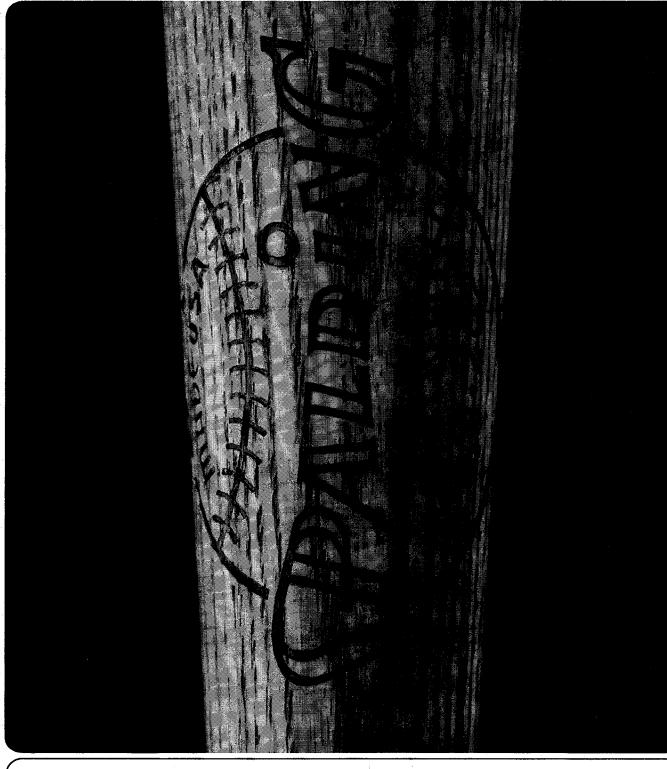
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Get set for the fall league season <u>now!</u> Send for a timely free copy of "Employee Recreation Is Good Business." Write Dept. W.

Recreation Wanagement

THE NATIONAL MAGAZINE OF RECREATION IN BUSINESS AND INDUSTRY





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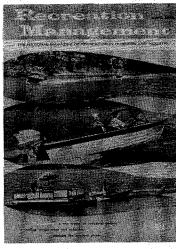
ISTANT EDITOR Y SMAGATZ

DIRECTOR A. ROTELLI

CULATION MANAGER ROTHY B. MORRISON **APRIL 1963**

Volume 6, Number 4

Many NIRA-member companies sponsor boat clubs for their employees. This month R/M profiles one of them, Ford Motor's, and sketches the growth of the dynamic boating industry.



RECREATION

THE NATIONAL MAGAZINE OF RECREATION IN BUSINESS AND INDUSTRE

MANIAGEMENIT

Published by the National Industrial Recreation Association. 203 N. Wabash Ave., Chicago 1, Ill. Phone: ANdover 3-6697

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signs of the times...

OUTBOARDS DON'T CAUSE TURBIDITY. Outboard motors don't muddy the waters, a marine biologist reported recently. An analysis of daily records which have been kept for Lake Bloomington in central Illinois show conclusively that outboards have no effect on the amount of silt, or turbidity, in the lake. Reason for the long continuous record-taking is that the lake supplies water for the city of Bloomington. Thus, says the Outboard Boating Club of America, the oft-repeated charge that outboards stir up silt on lake bottoms—reducing light penetration, killing the microscopic plants and animals upon which fish feed, and ultimately killing the fish themselves—has no basis in fact.

COMPANY FARM DOUBLES AS A PICNIC AREA. At International Harvester's Hinsdale (Ill.) research and engineering center, employees can take time out to cast a few lines into the plant fishing pond during their lunch hour. The fishing pond is just a part of the 449-acre plot of land which the machinery manufacturing company has turned into a recreation area. The pond is stocked by the state conservati department.

MARINE TAX DOWN THE HIGHWAY DRAIN. Indicative of the amount that the nation's boat owners are spending yearly on their sport, the Outboard Boating Club of America estimates that they are pouring between \$45 and \$50 million in gasoline taxes alone into the coffers of their state treasuries per year. Further, since gas tax funds are used almost without exception for highway construction, 36 states have made provisions for refunding all or part of the tax on off-the-highway use of gas. But, reports OBC, an estimated 85 per cent of the refunds go unclaimed due to the red tape involved, ignorance of the law, or because the individual claim is small.

GOVERNMENT TO GRAB RECREATION REINS? Director of the Bureau of Out door Recreation, Edward C. Crafts, recently issued what sounded sig nificantly like a warning of increasing centralized control of recreation by the Federal Government. Said Crafts, . . . "to the extent States and private enterprise fail to respond to their opportunities and public responsibilities to supply recreation demands, the Federal Government will tend to move in. This is the natural process in this country following State and private abdication."

WEST PONDERS IRRIGATION VS. RECREATION. Irrigation, to turn parts of the dry Western U.S. into productive land, was reported recently to be a relatively "low value" use to which water resources could be put as compared to industrial, municipal, and recreation uses, according to Resources for the Future economists. They estimate that water used in industry might increase State income as much as forty times. Recreational use of water, they say, might return six times as much as irrigation use.

IT'S STILL DEDUCTIBLE. To say the least, many businessmen are confused about the new expense account law. You do not have to discus business, transact business, conduct business affairs, carry on negotiations, or make a sale before, during, or after a meal in a restaurant to get a deduction for a business meal. Goodwill entertaining in typical restaurants is still deductible under a business meal exception to the new expense account law. Thus reports the National Restaurant Association who's members have been hard hit so far in 1963 due to fears about a tax crack-down.

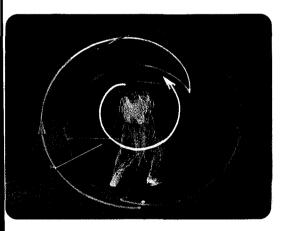


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Uses the whole-part-whole method - develops interest quickly and produces long lasting patterns of learning.

Consultants:

Les Bolstad, assistant professor and golf coach, University of Minnesota; Ellen Griffin, associate professor, Woman's College of the University of North Carolina; Barbara Rotvig, author and women's golf in-structor, University of Michi-gan; and Professionals Don Fischesser (Chairman), Irv Schloss and Johnny Vasco, mem-bers of the PGA Educational Committee.

The first golf visual aid of its kind, it is already being acclaimed by experts as one of the finest ever made!

Unit 1 -- WELCOME TO GOLF -- Expertly motivates the student to want to play golf / Shows him how to learn and what is expected of him / Helps him understand the game, the golf course and the equipment.

Time: 13 minutes.

Price: \$65.00

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Price: \$135.00

Unit 3-PITCHING, PITCH AND RUN AND SAND SHOTS — Teaches fundamentals of pitching, pitch and run and explosion shots out of sand traps / Carefully demonstrates the important differences in arm and wrist action for approach shots.

Time: 12 minutes.

Price: \$65.00

Unit 4—PUTTING—Demonstrates and teaches several approved techniques / Wrist and firm wrist swings / Tap and stroke methods of applying momentum to the ball / How to play uneven greens.

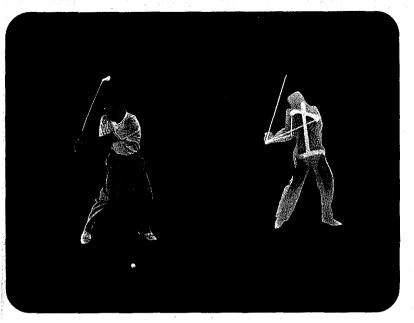
Time: 10 minutes.

Price: \$65.00

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50 frames, 10 minutes running time.

Unit 2—GET SET TO SWING—Presents an overall view of the total swing / Discusses factors that control posture and rhythm. 49 frames, 11 minutes.

unit 3-BUILDING CONTROLS INTO YOUR SWING-Continue discussion of control factors / Shows the importance of hands and arms in controlling arc and plane / Graphically demonstrates the importance of upper and lower body in the interaction of creative and resistive 103 frames, 19 minutes. forces.

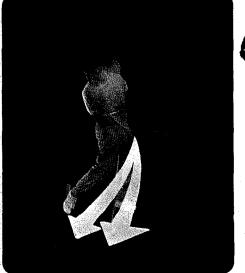
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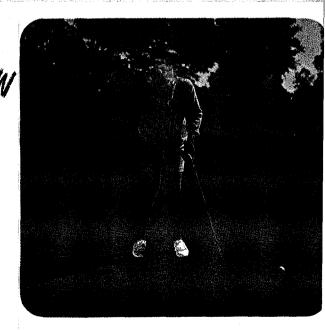
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TOP MANAGEMENT SPEAKS

STATEMENTS OF THEIR CONVICTIONS ABOUT THE VALUE OF RECREATION FOR THE AMERICAN WORKER BY THE NATION'S CIVIC AND BUSINESS LEADERS

To Enrich the Lives Of Our People...

by J. P. Levis Chairman of the Board Owens-Illinois



ecreational facilities in communities today offer vastly increased opportunities over a few decades ago. People we more leisure time, longer vacations—their interests are fferent.

The activities of bygone years no longer meet today's needs. It the same time, the company's responsibilities to the comunity have increased. Thus the problems of today's living the esent new challenges to the ingenuity of our employee club ficers.

While it is necessary for the employee clubs to be more xible, we must never lose sight of the original objectives of e club, which still hold true:

—to enrich the lives of Owens-Illinois people through serve to each other and to the community.

—to promote a better understanding among individuals d groups so that our company will be a happier place to ork.

When we lose sight of these objectives there is little purpose r our effort.

The founders of the Owens-Illinois employee clubs laid wn three operating principles, which are still basic to the ibs' existence:

—that the activities of the club never take the place of, or a substitute for, the ingredients of a good job.

—that the club must distinctively be the enterprise of the ployees—operated by and for the people of Owens-Illinois.
—that the club be financially self-supporting, as nearly as

possible, and stand on its own two feet.

We hope that people will participate because they enjoy doing so, either for sheer recreation, or to serve their fellows and the community in a beneficial way.

We do not want anyone to serve the club because he thinks he has to, either to keep his job, or as a favor to management. We want people to serve because they want to.

Our belief that the employee club should be self-supporting does not preclude financial assistance at specific times and places; it does not preclude the supplying of facilities where this is possible without undue burden on the business itself, nor does it preclude professional assistance from the personnel department.

By self-support, I mean to include income resulting, for example, from the sales of food service units. This after all, is self-support inasmuch as it is employees' money, a portion of which is diverted to the club and used for the benefit of all.

Experience has indicated to us definitely that unless efforts of this kind are essentially self-supporting, they have an inclination to wither and die—and no amount of financial priming by the company seems to keep them going. It is interesting to note that many of the programs that have been fully self-supporting have had the most vitality.

We believe that the most important help that the management can render is through encouragement, advice, and counsel, and by participating ourselves—not as managers but as members who belong because we enjoy the activities.

VENDING PROFITS MEAN COST REDUCTION...

... profile of an industry which serv

The automatic vending machine industry, which started with a penny gum-dispenser about 70 years ago, has become an agent for almost \$3 billion in annual sales in the United States.

A recent Department of Agriculture survey finds that about 6,000 industrial plants spend approximately \$260 million annually for employee food services, with about 4 plants out of 10 serving food only through vending machines.

The automatic merchandisers disgorge a wide variety of items including coffee, tea, milk, hot chocolate, soft drinks, cookies, candy, cigarettes, hot and cold sandwiches—and now full course meals.

The list of additional items that the machines can handle is impressive. More than 22,000 vending machines dispense school supplies—notebooks, pens, typing paper, etc.—and are in service in schools in 33 states.

The horizons of the vending machine industry extend further. Pilot experiments are readying a disposable man's shirt which is made of paper but looks and feels like cloth. It will be sold through coin-operated machines.

Vending has made substantial, though basically immeasurable savings in time, capital outlay, and money for many firms in all lines of economic activity.

The proponents of vending facilities state that the automatic marvels "reduce losses in employee productivity and morale and let the company save valuable space in on-the-

premises eating facilities."

Vending equipment can be bought directly from a man facturer and operated by the company, as at least one NIR member company located on the East Coast has done, but mo firms prefer to turn the job over to specialists outfitted operate and maintain them.

In most cases there is no charge for the service because the vendor makes his profit from sales. Commissions are frequently paid by operators to their clients for sales in excess certain volumes.

Most companies use the commissionable funds to finan employee welfare and recreation programs, which explai why the overall operation of the machines is often the dire responsibility of the recreation director.

One NIRA-member company reported recently that vending facilities were working so well that it paid the firm entire recreation bill without a subsidy. The company's magagement is exploring new ways of expanding its employ services with vending funds.

The experience a major airline's recreation association h with vending commissions is significant. The company's W Coast plant is in NIRA category "B"—the 1001- to 500 employee category.

Control of the vending program is under a committee coprised of the president of the employee club, the manager personnel, the inventory planning manager, and the dini-



cigarettes and soft drinks and candy and milk and soup and sandwiches and fruit and cigars and pastry and hot chocolate and ice cream and coffee and cookies and canned foods and pens and postage stamps and ice and paper bags and potato chips and combs and juices and stationery and handkerchiefs and tea



dustrial recreation

oom manager.

During the first six months of 1961, the association's inome from vending amounted to slightly more than \$7,000. It that time the club was contracting with eight separate ompanies to supply ice cream, cigarettes, candy, and soft rinks.

Later that year the committee revamped its vending proram and now deals with only one company for all its ending needs. During the first six months of the unified ending program in 1962, the association garnered profits stalling \$11,600, an increase of \$4,600.

Vending has made long strides since the gum ball days, at its growth is slower now. Machinery is more sophistited and expensive, competition is fiercer, investors are less illing to "take fliers" in vending stock, and profits are somehat lower.

But the mechanical marvels have made their impact on the merican public and are here to stay, providing large segents of the populace with foods and services day and night ithout complaint and—when things go well—without meanical breakdowns.

While the company vending facilities are perhaps not the ace a vice president would take an important client for nch, dieting secretaries, harried engineers, and budget-nscious accountants find them quick, adequate, and an important part of the American distribution system.

QUALITY VS. COMMISSION

IN MODERN DAY VENDING SERVICES

The vending commission dates from the early days of automatic merchandising when the operator paid a rental fee for the space his machines occupied and when his services were confined to such high-profit items as coffee, soft drinks, cigarettes, and snacks.

While vending commissions continue as normal practice, the character of the vending industry has changed greatly from the early days. Competition among rival vendors is stiffer, while profits from full-line service—including hot foods—are lower.

The net result for the vending machine operator who stresses service, according to *Inplant Food Management*, is an increasing quality-versus-profit pinch.

He finds that commissions have become a competitive football with some operators offering higher ones and some managements demanding them.

While it is true that higher commissions could mean increased revenue which might be channeled into the employee services and recreation fund, quality of goods and services are at least as important as the commission.

Ask yourself these questions about your vending operator:

- —Does he suggest, and is he equipped to make surveys to discover your actual vending needs?
- —Does he keep abreast of new products, and does he make a conscious effort to keep improving his services?
- —Does he offer daily service by uniformed, courteous routemen?
 - —Does he provide 24-hour repair service?
- —Does he maintain adequate records and bookkeeping so as to be of better service?
- —Does he offer a variety of equipment and does the equipment provide for a large selection of items?
- —Is he willing to participate in periodic conferences and maintain a close working relationship?
- —Does he freely give a list of present customers and references?
- —Does he carry adequate fire and product liability insurance so that you are protected?
- —Does he maintain food product quality control? Does he offer name brands, rotate the items often? Does he have rapid turnover of warehouse items to insure freshness?

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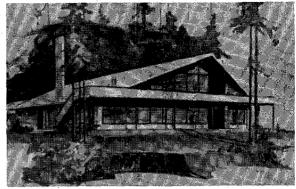
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Members of Ford's yacht club will soon have an ultra modern clubhouse, now under construc-



The FORD YACHT CLUB Story

he idea of a yacht club for Ford Motor Company employees was first conceived in the era after World War I when Detroit was booming under a backlog of automobile orders it took years to fill.

Early in 1947, Ford's recreation department was engaged n a recruitment drive, looking for employees with common nterests to band together in clubs which would serve as he basis for the company's recreation program.

Out of that drive came the 12 original members of the racht club, who attended their first meeting in June, 1947. In September, a constitution patterned after the New York Yacht Club's was adopted, and the club elected its first comnodore.

Finding a site for the club was the most important task he group faced during 1948. Land on the southern tip of Gross Ile in the Detroit River was a likely spot—except that t was overgrown with scrub brush and trees, and looked like nything but the site of a recreation area.

The site had one important ingredient in abundance, howver. It was surrounded by water on three sides with ample oom to support the activities of a full-fledged boat club.

Still it took a great deal of foresight—and optimism—s they trudged through the waist high grass and eyed the roody point, for the group to sign the lease papers and close ne negotiations for the land.

In 1949 plans were made for a clubhouse. In the official otification of management approval, the members were told

they could proceed with the ordering of materials as soon as the club coffers were in a position to handle the expenditures.

Work progressed at a steady pace. By April of 1949, five mooring slips and one floating dock had been completed, a catwalk connecting the mooring slips had been started, and the foundation for the clubhouse had been dug.

In 1950, a special committee was established to study how to preserve and improve the harbor facilities. The planners had to park outside the gates of the club and walk to the harbor, because a tire-clogging layer of mud covered all access routes.

A program to improve docking facilities was undertaken during the early 1950s. Work progressed on a marine railway and hoist for launching, a racing program was started, and the first perpetual trophy was purchased.

Today the club has more than 200 members, and docking facilities for 197 boats with electricity and water taps available at each dock. The members boast that it's one of the best equipped and modern boat clubs in the Great Lakes area. Construction was recently begun on a new clubhouse.

The Ford people have worked diligently on their club, paid the bills with funds from their own treasury, and where possible did the construction work themselves.

Their story is one of long planning sessions, fund raising, land clearance, dredging, planting, paving, and building.

Now they look forward to an ever increasing role in boating in the Detroit area.



nd on the southern tip of coss lle was leased for the rd Yacht Club in 1948. Where ssible improvements made on a site through the years were the club members themselves.

SATURDAY, May 18

"They didn't have to sell me on Minneapolis. I've been here in May before. Marge didn't want to come at first, though. But when I told her most of her expenses—travel, registration, etc.—were still tax deductable, she softened. Now she's glad she came. Enjoyed the plane trip.

"Arrived just in time to sit in on the pre-conference seminar on recreation in retirement. Marge unpacked. Then we joined in on the tour of Minnesota Mining's recreation area. Huge place. Worked up an appetite just looking at it. The 3M people had anticipated that, though. What a meal they fed us. The sports car gymkhana was fun.

"Clever idea to have optional pre-conference events for

early birds like Marge and me.

"These hotel accommodations are great, too. Passed Marge's inspection with flying colors.

on speech making, too. Boy, could I stand some improving in that category. This one's a must. Fred heads up GM's recreation staff."

MONDAY, May 20

"Yesterday's enthusiasm over today's speakers justified!

"Hey! Someone nominated me for a directorship at the regional luncheon. And when the vote came, I won it hands down. Marge said, 'Humph! They must have been out of their minds.' She was proud, though. I could tell.

"Brilliant demonstration by Willie Mosconi this afternoon. Unbelievable what he can do with a cue stick. I saw him sink 28 straight shots without a miss. Some really difficult ones, too.

"How about that slate of officers they elected for the coming term. Couldn't have picked a better president. I don't think this association has a more enthusiastic supporter.

A NIRA CONFEREE IN MINNEAPOLIS

An imaginary diary of the events which will occur at NIRA's 22nd Annual Conference and Exhibit in Minneapolis, May 19-21, 1963. The events themselves are not imaginary. In fact, you can't afford to miss them.

"Guess I'll drop down to the lobby before I turn in. Want to see is any of the others are here yet.

"Marge just said not to stay up too long. Wants to go to church in the morning and take a look at downtown Minneapolis before the conference officially opens at noon."

SUNDAY, May 19

"Stopped in at the retirement seminar again this morning after church services.

"They've done a terrific job of getting exhibits this year. Lots of new products and services on the market. Picked up an armload of literature that will be good ammunition to use on our purchasing department when I get back.

"Marge went off with some of the other wives this after-

noon. I understand the women's program is excellent.

"Ed Mitchell took a well-deserved bow this afternoon. Everyone is talking about the growth of the association during his administration. How many thousands of miles did they say he traveled for NIRA since he took office?

"At the sectional meetings this afternoon, some of the guys insisted that I expound on our company's travel program. Boy, when I get warmed up to that subject, I can talk for hours. Guess it was successful. Anyway a lot of people said later they wanted to copy some of the ideas.

"How about that welcoming reception this evening! Hospitality is a Twin City specialty. Marge had a lot of fun, dancing

and listening to 3M's singers.

"Couple of good speakers on the program tomorrow. This fellow Wenberg is a vice president at the University of Minnesota. Worked his way up in the school's administration after completing three years with the 30th Division during World War II. They've got a top notch recreation curriculum at Minnesota. Should be a good talk.

"Fred Canaday's going to give us some practical instruction

"Marge was hilarious again tonight. It took her quite a while to tell me all the things the women did today. I guess they'r all having a good time."

TUESDAY, May 21

"Lyle Fisher spoke today. A former college basketball greater from Northwestern, now a vice president with Minnesot Mining and Manufacturing."

"Gertrude Enelow, another speaker, has some interesting ideas on recreation. She has a theory that you can develop the art of relaxation and a new feeling of vigor through a series or the rythmic exercises she has developed. Interesting.

"Bob Richards, director of the Wheaties Sports Foundation spoke at noon. This isn't the first NIRA conference he's high

lighted. Worth coming just to hear him.

"Banquet and floor show tonight also one of the highlight Marge in a rare mood."

WEDNESDAY, May 23

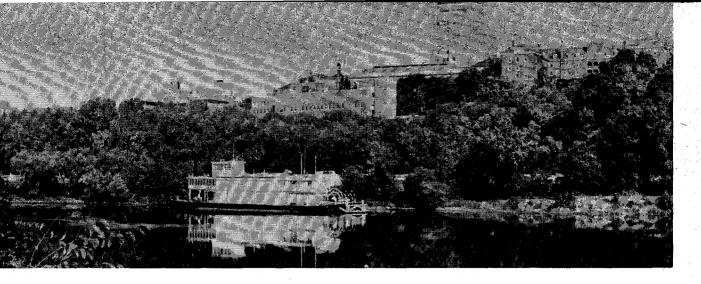
"A few of the fellows went home Tuesday night. W stuck around to get a good look at some more recreation area—the municipal facilities, as well as the Minneapolis-Honey well area—465 acres of it. Much larger than I had imagined with a lake in the middle so big it would take a maratho swimmer just to get across it.

"The Honeywell people arranged casting, shooting, an archery competitions for those on the tour. Marge bet me couldn't get an arrow as far as the target. I did, though, an won a prize. Wonder if there's any interest in starting a

archery program back at the plant . . .

"On the plane this evening, Marge leaned over and said 'Thanks for bringing me. I never knew a conference could be that much fun.'

"Already she wants me to send in my advance registratic for next year's conference at Cleveland."



ICK-NICOLLET HOTEL

MAY 19-21

MINNEAPOLIS, MINNESOTA

NIRA 22ND ANNUAL CONFERENCE AND EXHIBIT

egistration Fee: \$40, Members: \$50, Non-Members

Wives, \$20

Make Hotel Reservations Direct

SATURDAY, MAY 18 (Optional)

-3:30 p.m. Pre-Conference Seminar: "Recreation's Role in Retirement Preparation"

4-8 p.m. Pre-Conference Tour of 3M Recreation Area. Reception and Dinner

SUNDAY, MAY 19

0 a.m. Retirement Seminar (Cont.)

oon Exhibits Open: Latest in Recreation Products and Services

p.m. Wives Program Begins: Orientation Meeting

o.m. Opening General Session: Welcome to Minneapolis by NIRA President Mitchell; Introduction of Conference Co-Chairmen, John Leslie, 3M Co.; and LeRoy Gill, Minneapolis Gas Co.; Conference Song, Jim Pullen; Speaker Robert Peterson, Syndicated Columnist, "Making Life Begin at 40"

3 p.m. Sectional Meetings on: Golf, Bowling, Baseball, Softball, Rod-Gun-Bow, Travel, Music, Women's Activities, Facilities, Card Tournaments, & Fitness

8 p.m. Welcome Reception; Music in Industry Demonstration, 3M Co.

MONDAY, MAY 20

a.m. Keynoter Stanley Wenberg, Vice President, University of Minnesota, "Recreation for the Leisure Age";
Fred Canaday, "How to Give a Speech and Make
Chart Presentations"

oon NIRA Regional Luncheons and Election of Directors

- 3 p.m. Billiards Demonstration, World Champ Willie Mosconi
- 4:30 p.m. NIRA Annual Meeting and Election of Officers 8 p.m. Town Hall Forum: "So What's New in Recreation?"

TUESDAY, MAY 21

- a.m. Breakfast for Certified Industrial Recreation Administrators
- a.m. Speakers, Lyle Fisher, Vice President, 3M Co.; Gertrude Enelow, Author of "Body Dynamics"
- oon Awards Luncheon: Speaker, Bob Richards, Director, Wheaties Sports Foundation
- 4 p.m. General Session: Three Minute Case Histories on Successful Clubs: Riding, Radio, Boat, Ski, Coin-Stamp, Sports Car, Retiree, Camera, and Drama
- 7 p.m. Annual Industry Banquet and Floor Show (All Seats Reserved)

WEDNESDAY, MAY 22 (Optional)

a.m. Post Conference Tour of Minneapolis Park and Recreation Facilities and Minneapolis-Honeywell Recreation Park; Lunch—Kon Tiki Club; Outdoor Exhibits;

Rod, Gun, Bow Contests
3 p.m. Return to Hotel Via Airport

Special Wives Program has been arranged, including visits to South Dale, Dayton's, and Calhoun Beach Club.



In most cases the company picnic is tailored toward making it the single most memorable event in the year for the employees' children. Photos courtesy of Link Division, General Precision, Inc., Binghamton, N. Y.

PLANNING THE COMPANY PICNIC

Where else but at the company picnic can you see a couple of assembly line foremen, amid much cheering and laughing, let fly at each other with gooey handfuls of custard and dough?

Where else could you see a score of middle-aged women engaged in a contest to identify each husband by the shin-to-toe portion of his hairy leg?

Where else could you see so many kids so thoroughly exhilarated by rides, games, and activities—or so thoroughly lost—but at the company picnic?

In many NIRA-member companies the annual outing is the social highlight of the year—long anticipated and long remembered.

It is perhaps the only time during the year when wives and children have an opportunity to meet the boss and other workers and their families.

Company picnics are family affairs and their success is measured by the good times everyone has. Regardless of the occasion for the picnic, its success depends on the careful planning and leadership of the people in charge.

In most cases where companies have an employee club and a full-time recreation director, it becomes their joint responsibility to see to it that the company picnic is a success.

In order to derive maximum benefit from the event, it must have good planning. One of the basic starting points in planning the company picnic is the division of responsibility.

If the company is of average size, no one person can handle the job. The choice of committees to do the work and of the men and women to head up the committees is the key to its success. The number and size of the committees depend on the size of the company and the scope of th activities planned.

A minimum committee organization would probably in clude 1) a general committee to make general plans, arrang for publicity, and assist the other committees, 2) a transpotation and grounds committee, and 3) a program committee Other committees to be organized as they are needed and a cording to the ability of the company to man them with er thusiastic workers include: finance, decorations, ticket sale publicity, sports, kiddies' amusements, entertainment, corcessions, protection, general services, traffic, first aid, publ address, and infants' comfort.

In many cases the picnic is tailored toward making it the biggest event of the entire year for the employees' children

It takes a very special kind of talent to run the children events. Patience and kindness on the part of the judges an starters is essential. The timid child should be sought out an invited to participate.

The list of games and contests for children and adul which it is possible to stage at the picnic is too long to be enumerated here, but special care should be taken to have something for everyone.

Games and contests need not be elaborate. In fact, contest which require little in the way of skill, training, and equiment, for example husband-calling and shoe-kicking contests, can often do more to create a general feeling of gland good will than such low-participation, time-consumit events as golf.

Finding a site to hold the picnic is a critical problem some cases. A growing trend seems to be to utilize amus ment parks. One reason is because parks include facility



Left: What little girl wouldn't relish the chance to attend a company picnic. Below: Husband-wife teams compete in water-balloon throwing competition at the Link Division picnic at Binghamton, N. Y.



necessary to a successful picnic, including refreshment stands, adequate shelter, and other facilities.

The availability of cooking facilities and rest rooms are, of course, of critical importance, as are shade, water, parking space, and seating arrangements.

Companies fortunate enough to have their own recreation reas will, of course, tend to use them on such occasions as he company outing.

In planning the company picnic program there should be musements for everyone—young and old—for those who vant to be active and for those who would rather be spectators.

The company publication is an effective vehicle for pubicity on the company outing, and it is well to distribute vicnic programs in advance.

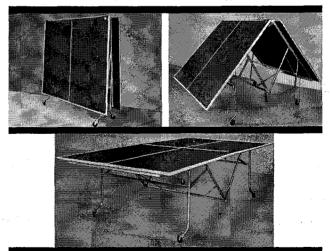
Rarely is any attempt made by the company to furnish all he refreshments for the picnic. Frequently there is free pop, te cream, and other refreshments for the children, and someimes free coffee, pop, and ice cream for the adults.

In most cases the employees bring along basket lunches. number of companies issue coupons which may be used at oncession stands for free ice cream, pop, hot dogs, and ther snacks.

Of course, there's always the possibility that someone will et hurt or sick. A first aid station is a must.

Finally, small children have a habit of getting lost at icnics. Some parents tag them with names and addresses. better solution might be to have a lost and found station, here children, as well as less mobile items of family esteem, in be reclaimed.

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More than 5,000 employees of NIRA-member companies belong to boat clubs sponsored by their firms. Average membership is 85.

Industry Groups Join The Boat Club Bandwagon

Polling with the swells, wind singing through the rigging . . . cruising swiftly over still lake waters, the sting of spray on your brow . . . canoeing silently down quick-running rivers, past overhanging cliffs and through impenetrable forests—no wonder more than 37,340,000 Americans took to boating last year.

Some sports can be enjoyed by watching, but boating is no spectator sport. The lure of knifing through the water inevitably brings personal involvement.

There's something in boating for everyone, from the sail and motor men, to the fitness bug who enjoys a muscle-stretching paddle down some obscure inland stream.

Boating clubs, pledged to the proper enjoyment of the sport, have grown up in every corner of the country. Employee groups, too, have been quick to join the trend.

According to a recent NIRA survey there are more than

5,000 boaters in NIRA-member firms who belong to company sponsored boat clubs, with an average membership of 75.

Some of the clubs, like Ford Motor's began just after World War II. A few date to an earlier era. Better than 85 per cent of them were begun in the late 1950s when the sport was spreading across the nation like wildfire.

While not all boat clubs are able to provide facilities for their members in the style that the Ford club does (see page 11), there are usually sufficient facilities on public waterways nearby where clubs can hold their outings.

That American industry provides a fertile ground for boating is evidenced by the fact that in a recent survey on the sport, skilled workers, semi-skilled workers, factory labor, service workers, clerical and sales personnel combined made 62.9 per cent of total outboard motor purchases.

HOW TO ORGANIZE A BOAT CLUB

The recognized national authority in boat club organization is the Outboard Boating Club of America.

R/M asked OBC this month what steps companies interested in organizing clubs might take in getting started.

Greatly condensed, the following material was taken from a free booklet OBC provides—"How to Organize for More Fun Afloat."

Organizing a club can be a considerable task for one man. If you are the leader, be a pusher—a real fireball—but delegate responsibility to other members of the organizing committee.

Enlist the support of the key people in your company it will be necessary to convince in order to get the club underway. Explain to them the aims and plans of the club.

- Call a meeting of all potential club members, including all boat owners in the company. Conduct the meeting on a business-like basis, keep it concise and well-planned. Subjects covered should include: purpose of the club; formal motion to organize; appointment of bylaws committee; nomination of officers. Allot some time for discussion by the attendants.
- At the second meeting, try to assure that a representative of the company communications department is present or that someone is assigned to prepare a report for the company publication.
- Points to be covered by the second meeting include: report on the bylaws and their adoption; report of the nominating committee and election of officers, discussion and decision on a name for the club.

Membership in OBC carries with it an impressive list of services for a nominal \$10 fee. Write OBC at 307 N. Michigan Ave., Chicago 1, III.

Employees of Detroit Edison operate their boat club out of acilities reserved for them on the Detroit River. Recently ne members of the club were called upon to repair a badly amaged wooden dock. The company provided the voluneers with a strong metal footbridge which it no longer used. he workers trimmed it down, transported it to the site, and nchored it into the river such that it will withstand the orst of winter ravages.

North American Aviation, at El Segundo, Calif., has no ess than three boat clubs. Welfare and recreation administraor K. L. Kellough reports that the clubs are growing and ave a present membership of 192. A sister plant in Columus, O., recently announced plans to form a boating club

nodeled after the El Segundo group's.

In Cincinnati, O., employees of General Electric Co. have boat club with membership of 40 persons and boats rangng from runabouts to cabin cruisers. Most of their boating done on the Ohio River. The club doesn't have launching acilities or a riverside clubhouse, but during the summer nonths it sponsors frequent trips and overnight jaunts up nd down the Ohio and Kentucky shores.

While boating has grown tremendously, a public spirited ndustry has been increasingly conscious of the dangers inerent in water sports without proper safety education.

A strong river current can suck a small boat under a noored vessel; the turning propellers of a large ship can nake kindling of a small boat which gets entangled in its lades, and the wash of a large craft can swamp or overturn small boat caught broadside.

These are reasons why most boating groups consider safety struction a basic part of their program. Last year there were 50,000 persons taking some kind of formal instruction in

With the boating industry laying almost half of the accients which result in fatalities to operator negligence, comanies would be well advised to take even greater pains to sure that basic water safety instruction—through courses, ulletins, handout brochures, and the company magazineeaches boat-minded employees...

The Red Cross, the U. S. Power Squadron, the Coast uard Auxiliary, and the Outboard Boating Club of America re all outfitted to aid clubs in giving these basic courses f instruction.

The instruction pays off. OBC is able to report that boatng accidents resulting in drowning now claim fewer per-ons than aircraft disasters, poison, or firearms accidents, and hile the number of outboards has more than doubled since 949, the number of fatalities per each thousand boats has

ecreased by almost half.

Why do people boat? Simply because it's fun. Some 69.8 er cent of new outboard purchasers said they planned to se their motor for fishing; others said they wanted to use em for cruising, water skiing, hunting, and a variety of

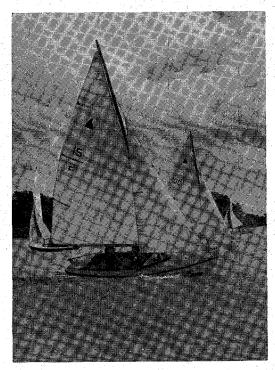
her activities.

The growing popularity of cruising as a family pastime is flected in the increased number of boats big enough for tended trips.

In all, American boaters spent more than \$2.5 billion last ar in retail purchases in boats and related goods. Part-time

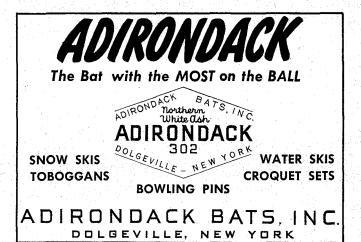
ippers are everywhere.

Even in the arid West, where vast recreation areas have en created out of former wastelands, one can see them imming blissfully across the surface of deluged lands that ice supported only toads and snakes.



There's something in boating for everyone from those who like the feel of wind singing through the rigging to those who prefer a caravan cruise down some inland





RV INDUSTRY ITEMS

MEMORIAM

Former Director Boyle Dies

Charles G. Boyle, a NIRA vice president in 1951 and 1952 died last month at the age of 56.

Boyle was chief of personnel activities and the Northrup Recreation Club, Norair Division, Hawthorne, California, at the time of his death.

Boyle has been called one of the pioneers in the field of industrial recreation, helping to organize Northrup's club in 1942.

Eulogized in Northrup's Norair News, Boyle is cited for his wartime efforts in building the morale of the company's working force, during the disastrous and critical early days of World War II.

GOLF BALLS FACTORY REJECTS

New \$1.35 high-compression balls with almost imperceptible imperfections in paint, buffing, etc. Unmarked, unboxed. \$4.46 doz. (minimum 3 doz.). 12 doz. or more \$3.97 doz. F.O.B. N. Y. GOLF ASSOCIATES, WOODMERE 26, L. I., N. Y.

Los Angeles Recreators Win Mental Health Award

A mental health award recognizing outstanding contribution in recreation for mentally ill and retarded children was presented to the Los Angeles County Department of Parks and Recreation by Governor Edmund G. Brown in Sacramento recently.

More than 600 children, members of 40 different groups in Los Angeles County, participate in the programs.

The activities which the children participate in include bowling, crafts, music, rhythms, singing games, swimming, tennis, softball, volleyball, and other group participation activities.

Retired General MacArthur To Be Honored

General Douglas MacArthur will be honored at a ceremony in late April at Convention Hall in Philadelphia, commemorating his work in bringing together the warring AAU and NCAA to insure that the United States will field a representative team in the next Olympics.

MacArthur served as arbitrator at the request of the President and Attorney General Robert F. Kennedy.

What happens **AFTER** you pay the bill for Athletic Equipment?

Depends on where you bought the equipment. Chances are, if you shopped for price only, that's just what you'll get . . . price only. What happens if the equipment isn't up to par, or if it goes bad, or if delivery is delayed? That "low-bid" price will probably end up—way up. Because once the bill is paid, interest in you fades fast, and service becomes a word nobody understands.

How can you be sure to get the service you expect and need? Buy equipment from your local NSGA Specialist in Sports. You'll find he's a Specialist in Service, too.



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How To Deal With Gambling on the Job

There is a distinction between casua gaming and organized gambling, according to a poll of 31 prominent in dustrial relations/personnel directors recently.

Penny-ante poker at lunch is a horse of a different color than bookmaking of the numbers racket.

The majority of the companies said their firms spell out their policy toward gambling in strict terms, while other say they prefer to deal with individua cases as they arise.

Dismissal is the penalty for gambling in most companies, with warnings com ing first in about half of those polled while the rest fire the gambler immediately upon discovery.

One company recently directed it foremen to make citizen arrests of any person caught in the act.

Exhaustive Benefit Program

A physical education program fo secretaries at a dairy in Amsterdam Holland, has been dropped. The com pany-provided benefits only lasted month because the girls became too ex hausted to work.

Stock Story Sequel— Shakespeare's Record Profits

The annual report to sharehold ers of Shakespeare Company, of Kalamazoo, Mich., shows an impressive increase in sales from \$15,560 734 in 1961 to \$18,155,916 last year

During 1962, while many recreation industry firms were experienced ing slumps, Shakespeare posterecord profits with corresponding high earnings per share, paid a 7 cent dividend per share of commostock, and in addition declared 100 per cent stock dividend.

The company, which manufactures fishing tackle and archer goods, pointed out that its growt picture was not accurately represented in R/M's story (February '63, page 14) on the prospects for leisure-time stocks. A chart accompanying the story failed to adjust the earnings per share in 1958 an 1956 to Shakespeare's 1962 stocksplit.

In a period when many con panies fretted over their dimmin profit picture, Shakespeare pro pered. R/M regrets the misinterpro tation, and is impressed with th company's performance.

Winchester-Western to Sell New Shooting Gallery Shorts

Winchester-Western has agreed to narket a special .22 short gallery cartidge with a nickle-plated case.

The new cartridge will be marketed hrough Winchester's regular distribuors, who will sell them only to legitinate gallery operators.

New Owners For erlin Bleachers

Berlin Seating, Inc., is the new wner of the Berlin Bleacher Division f Berlin Chapman, Inc., Berlin, Wis. Sales, engineering and production of erlin Seating, Inc., products will be eaded by men who have worked in nat capacity for Berlin Chapman, Inc., or ten years or more.

Products which the new company ill manufacture include bleachers. asketball backstops, and indoor golf

rofessional Psychologists o Study Park Motivation

The Applied Psychology Corporation Arlington, Va., has been awarded a intract to study visitor motivation and behavior during the summer season of 1963 for the National Park Service.

It is intended that this survey, to be conducted by means of a direct interview of the visitors, will suggest future courses of action which the Government should take in managing the National Park System for maximum benefit to the people of the United States.

Fishing Tackle Industry Chalks Up Record Gains

Fishing tackle shipped by U. S. manufacturers to wholesalers and retailers in 1962 had a retail value of nearly \$246 million.

Member companies of the American Fishing Tackle Manufacturers Association accounted for approximately twothirds of the dollar volume of domestic equipment sold in the U.S.

AFTMA estimates the retail value of imported fishing tackle shipped into the U.S. market in 1962 at more than \$61 million.

MRL Seal Awarded Golf Ball Ad Co.

According to the Golf Ball Advertising Co. of Philadelphia, its top line golf ball was tested recently by Merchandise Research Laboratories and found equal in quality to the 3 best-selling brands tested.

The company contracted with Merchandise Research Laboratories also of Philadelphia, to conduct the tests.

'Resilient' Floor System Introduced by Springaire

A new floor system which "floats" on steel springs has been introduced by Springaire Floors of Detroit.

The floor system consists of an active floor separated from a concrete base by spring steel leaves of controlled flexibility.

According to Springaire the cushioning feature of the floors helps eliminate torn ligaments and muscles.



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is year, offer your employees a vacation idea th an unusual appeal . . . an idea that will appreciated and create fond memories.



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- SPECIAL GROUP FARES available . . . and PLANT-TO-SHIP Motor Coach Service arranged when plant location permits.

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RV RECREATION ROUNDUP

General Dynamics Uses Recreation for Charity

Proceeds of a benefit card party sponsored by the Astro Wives' Auxiliary at General Dynamics Corporation this year went to needy San Diego children.

The children are hosted at a Christmas party given jointly by the Astronautics Recreation Association and the Employees' Con-Trib-Club.

Girls Take Up Arms At Wyman-Gordon

Revived interest in pistol shooting at Wyman-Gordon has resulted in a number of enthusiastic marksmen—and some markswomen too—gathering at the Wyman-Gordon range each Wednesday evening for instructions and informal firing.

As soon as enough girl shooters can be recruited teams will be formed and tournament play will begin on the company range.

"Canoe-Bogganing"— New Winter Sport

Almost everybody these days skims down the slopes of a winter ski resort now and then. But an employee of Niagara Mohawk Power Company, of Syracuse, N. Y., has a new idea that could blossom into a popular winter sport.

Rather than let his canoe lie idle till spring, John Garrow and friends took it to a nearby ski resort and inaugurated the sport of "canoe-bogganing." Canoes are at least as streamlined as conventional toboggans and, according to Garrow, zip through the snow at 35 miles per hour.

Peoples Gas, Chicago Begins Anti-Coronary Plan

The medical director for Peoples Gas Light & Coke Co., Chicago, in order to combat a high employee death rate from heart disease, has helped his company launch a program of study and prevention.

Periodic physical examinations are reviewed and those employees with major "risk factors" are called in for interview. If he agrees to cooperate, he is given time off for dietary interview and visits to the coronary prevention office.

'Skunk' Railroad Tour Highlights Aerojet Outing

A trip on the "Skunk" railroad was a highlight of a weekend of travel for members of the Orbit Fun Club of the Aerojet General Corporation.

Travelers rode through the Valley of the Moon, stopped at the Sonoma mis sion, and visited Jack London's home.

The "Skunk" railroad is a dieselized narrow gauge railway that was one used for logging in the redwood country.

Kaiser to Co-Sponsor W. Va. Slow-Pitch Meet

Industrial teams from West Vinginia and neighboring states have been invited to send teams to that state Centennial Invitational Slow-pitch Sofball Tournament, beginning June 1 1963

The tournament is co-sponsored b

Some Facts About Boating in the U.S.A.

- —The average American boat owner goes boating 11.8 times per year and clocks about 53.1 hours afloat.
- —The American boater uses approximately 172 gallons of gasoline per year.
- —Seven out of 10 who purchased new outboard motors listed fishing as their primary motivation for buying.
- —The income of the average boat owning family is just over \$8,000.
- —American boaters spent more than \$2.5 billion last year in retail purchases in boats and related equipment.
- —The number of recreational boats in use has nearly doubled in 10 years to more than 7 million.
- —Operator negligence accounted for 48.9 per cent of boating fatalities during 1960.

One Company's Picnic Formula

When the Link Division, of General Precision, Inc., of Binghamton, N. Y., holds its annual picnic, the company employees (like employees of companies everywhere) turout with their families en masse.

The program of fun and games lasts all day from 11 a.n till 5 p.m. with activities ranging from rides, water sport and games with prizes for the children to bingo and other contests like the water-balloon throwing contest (pictured a page 15) for adults.

The picnic is catered by a local company (hot dogs, har burgers, salads, pickles, baked beans, relishes, etc.).

The activity is sponsored by the Link Athletic Club which charges \$1 per family attending. No limit is placed on ho many hamburgers, hot dogs, milk, ice cream, etc., each a tendant may consume.

Costs are footed by the Athletic Club and in 196 amounted to less than \$4,000.

The concensus at Link, as at most other firms, is that the company picnic forms one of the most important parts the company's employee relations/recreation program.

the West Virginia Centennial Commission and Kaiser Employees' Recreation Association, Inc.

All play will be at Keraland, the employee recreation area of Kaiser Aluminum & Chemical Corporation, at Ravenswood, W. Va.

Employee Sportsmen Receive Company Emblem

Employees who participate in a sport at Nationwide Insurance Co., Columbus, O., now receive a special company emblem, which they only may wear.

Allis-Chalmers to Spend Weekend with the Braves

Through special arrangement, employees of Allis-Chalmers, Milwaukee, will enjoy greatly reduced prices when they watch the Braves play from a reserved section of the Milwaukee County Stadium, June 21-23.

A man who wishes to take his wife and six children, for instance, will pay ust \$1.25 for the group if he sits in the reserved section.

It's all part of a "Weekend with the Braves" promotion which the company has arranged.

Fotorite Develops Speedy Print Processor

Fotorite, Inc., has announced the development of a rapid print processor which cuts photo printing time considerably.

After the photographic paper has béen exposed under the enlarger, the new machine is used to combine the final steps of the printing process, the most time-consuming part of darkroom



Aquabatic star Nellie, a porpoise, leaps through a paper covered hoop at Marineland, Fla., where Fotorite rapid print processor is in use.

In use in Marineland, Fla., where high volume photo processing is essential, the rapid print processor will furnish prints which are 85 per cent dry in 10 seconds.

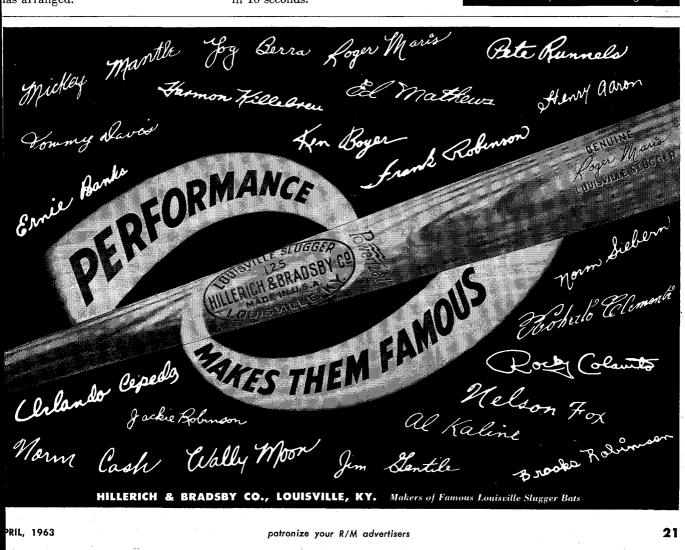
Boeing Mineralogical Club to Display

The Boeing Employees' Mineralogical Society, Inc., held its annual gem and mineral show recently at the company's Renton, Wash., plant.

There were demonstrations by club members on how a rough gem stone is sawed, sanded, and polished to bring out the beauty that is inside.

The Pacific Northwest area is fortunate in having the kind of rock formations which yield up semi-precious stones.





RV RECREATION ROUNDUP

Five at PPG Earn Pilots Licenses

At Lake Charles, La., the Chemical Division of Pittsburgh Plate Glass Co., boasts an "air arm."

Five men employed by the firm have taken flying lessons, all but one have earned their wings to date. Sources at the company indicate that their enthusiasm for the sport is such that the number of pilots there is bound to increase.

Abbott's Anniversary Show— More Twist-ery Than History

One company that believes in developing the theatrical abilities of its employees—and having a lot of fun in the process—is Abbott Laboratories, of North Chicago, Ill., where the Spring Show is an annual feature.

This year the company has commissioned Robert Wayne Powers, of Fostoria, O., to write and produce a special 75th Anniversary Show, in which Abbott's thespians will star.

Powers has produced two other shows for the company.

According to Powers, it wasn't hard to give the show an historical twist "But," he adds, "it's probably a little more twist ery than history."

Olympic Basketball Committee Chooses Vaughan

The U. S. Olympic Basketball Committee unanimously selected Hank Vaughan, coach of the Akron Good years, as assistant coach of the team that will play in the Pan American games and world championships.

The Committee was composed of eight coaches from the NCAA, eight from the AAU, and four from the Armed Forces.

Vaughan was selected because of his outstanding record as the Goodyears coach and because he has played more than 50 games in international competition.

New Wilson Helmets Help Make Game Safer

Greater football player protection is what the Wilson Sporting Goods Company has tried to achieve with a new plastic helmet specially equipped with a shock-absorbent exterior pad designed to prevent injuries caused by game contact.

PAR GOLF MFG. CO., MILAN, ILL.

Golf supplies and equipment for indoor and outdoor Practice Ranges, Miniature Golf Courses, Golf Courses and Par-3 Courses.

Also, wholesale prices on golf balls, bags, clubs, carts and accessories.

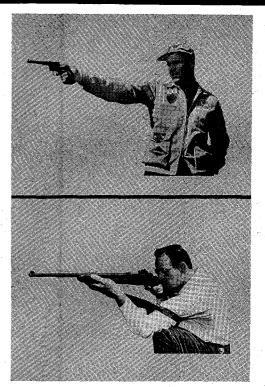
WRITE FOR ILLUSTRATED CATALOG AND PRICE LIST

SHOOTING IS FUN!

For a safe recreational activity both relaxing and challenging, join the 250 Industrial Clubs now conducting shooting leagues and matches. Complete step-by-step information on how to get started with a National Rifle Association shooting program is available by writing to the address below.

You will receive literature explaining how to organize, plan for a range, obtain equipment, certify instructors, initiate programs and issue awards.

Shooting is one of the few sports in which both men and women can participate on an equal basis. Through leagues, tournaments, qualification programs and practice matches, employees can enjoy year 'round shooting fun.



ADDRESS: DEPT. NIRA, CLUB SECTION

NATIONAL RIFLE ASSOCIATION

1600 RHODE ISLAND AVE., N.W.

WASHINGTON 6, D.C.

Recreators Try Their Skill at Castina

Chicagoland leaders in municipal, industrial, and educational recreation learned at the National Boat Show at McCormick Place in Chicago recently that casting is a fine art.

Professor Thomas Krizan, on the staff of the University of Illinois physi-



al education department, and his staff, aught the recreators, some of whom were casting for the first time, how it's done by a skilled angler.

Program was sponsored by the American Casting Association.

National General and G.E. Announce Nationwide Theatre

Establishment of the nation's first ullscale theatre TV network, based on

SOUTH SEAS Calling



NIRA Members

Now is the time to start planning your Hawaiian or Tahitian party . . . the time to appoint committees and set a date.

Send for free 32 page color catalog crammed full of new ideas and products, to make this year's luau the biggest and best ever!

PARADISE PRODUCTS, INC.

P. O. BOX 415, EL CERRITO, CALIF.

the development of a unique color television projector, was announced at a joint press conference held recently by National General Corp. and the General Electric Company.

National General, diversified 220theatre exhibitor and General Electric, developer of the projection system, revealed an agreement giving exclusive U. S. distribution rights to National General for the projection in the commercial theatrical entertainment field.

The projector permits display on full-size theatre screens of high quality, color TV pictures with a brightness equal to current movie color films.

AFTMA Endorses 3-Point Fishing Improvement Plan

As a result of increasing pressures on existing waters, members of the American Fishing Tackle Manufacturers Association have approved a three-point statement of policy on the values of sport fishing.

Asserting that more American men, women, and children participate in fishing than in any other outdoor sports activity, AFTMA endorsed the following points:

to support all legislative and organizational activities which protect, improve, or expand sport fishing facili-

—to oppose any law, regulation, ordinance, or activity which adversely affects sport fishing, provided such opposition is not detrimental to the general welfare:

-to produce equipment which creates confidence in craftsmanship as well as increases sport fishing skill and pleasure.

International Recreator Talks Leisure in Japan

Concern about leisure and its use as a world problem is at an all-time high, according to Thomas E. Rivers, director of the International Recreation Association.

Presently in Japan to discuss arrangements for a World Recreation Congress there in 1964, Rivers has been a leader in the international recreation movement for more than 40 vears.

Nationwide Employees Deal 'Em Out at Lunch Hour

A popular lunch hour activity at Nationwide Insurance Co.'s home office in Columbus, O., is bridge.

An average of 20 card players can be seen in the employee lounge daily between noon and 12:45 p.m.



MERICAN

AYGROUND AND SWIMMING EQUIPMENT

The wise choice of experienced buyers for more than half a century. Write for comprehensive literature.



WORLD'S LARGEST MANUFACTURERS OF FINE PARK, PICNIC, PLAYGROUND, SWIMMING POOL AND DRESSING ROOM EQUIPMENT

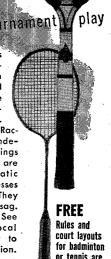


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or tennis are yours for the asking.

avton STEEL RACQUETS

RATES: regular type—15 cents per word; bold face type—25 cents per word. Copy must be received by 5th of month preceding issue in which ad is desired.

POSITIONS WANTED

Man with excellent background in recreation and public relations seeks position in industrial firm as director or supervisor of employee activities program. B.S. in education. Married. Age 38. Five children.

Box #75—RECREATION MANAGEMENT

Young man with background in coaching and education seeks position in industry as director of recreation. B.S. in physical education and recreation. Single. Age 22. Salary open.

Box #76—RECREATION MANAGEMENT

Young woman with background in education and recreation desires position with industry as program director. Single, Age 27. B.S. in physical education, Salary, \$5,000

Box #77—RECREATION MANAGEMENT

Young man recently graduated from college with B.S. in recreation desires position with industry. Single. Age 21. Salary and type of position open.

Box #78—RECREATION MANAGEMENT

Young man with background as recreational therapist desires position as recreation director in industrial firm. B.S. in psychology. Age 24. Married, one child. Salary, \$7,000-8,000. Available immediately.

Box #79—RECREATION MANAGEMENT

Young assistant recreation director with industrial firm desires new position with industry as recreation director. Married, two children. Age 29. Available immediately

Box #80—RECREATION MANAGEMENT

Man with background in coaching and teaching, as well as industrial recreation desires new position with industry. Age 41. Married. M.S. in Physical Education. Available immediately. Salary open.

Box #81—RECREATION MANAGEMENT

POSITIONS WANTED

Seeking position as recreation director or assistant in industry. Have degree in physical education and history. Acceptable minimum salary \$5,000. Age 26. Married.
Box #70—RECREATION MANAGEMENT

Man with excellent background seeks position in industry as recreation director or supervisor. B.S. in recreation plus 17 hours graduate work. Married. Age 49. Two children.

Box #71—RECREATION MANAGEMENT

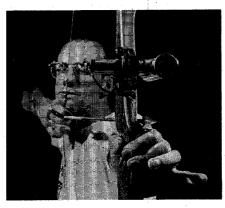
Young man with background and education in recreation seeks position in industry as resort director or recreation director. B.S. in physical education-recreation. Age 24. Married. \$5,000 to \$6,000.

Box #72—RECREATION MANAGEMENT

Seeking position as recreation director or assistant with firm. Summer experience with city recreation department. Degree expected in recreation June, 1963. Available immediately thereafter. Single. Age 22. \$5,500. Box #73—RECREATION MANAGEMENT

Desire position in recreation field. Army overseas division for past year as staff sports director. Background includes coaching, physical education and recreation supervision. Also newspaper work. Many athletic skills. Col-

Box #61—RECREATION MANAGEMENT



Jim Caspers, world champion archer, sights his bow and arrow mounted with the Stiennon Telescopic Bowsight, which according to the manufacturer imparts unbelievable accuracy to the results attainable even by novices. Developed by Norland Associates, Inc., Ft. Atkinson, Wis.

RECREATION READING

Golf

THE EDUCATION OF A GOLFER by Sam Snead, Wilson Sporting Good. Co., 2233 West Street, River Grove, Ill

Sam Snead, the dean of Wilson's golf advisory staff, puts a life-time of experience into this book. It's the story of his success as a golf professional.

Crammed full of valuable tips and instruction based on the experiences of his illustrious golf career spanning more than 25 years, the book is avail able through the nation's Wilson dealers.

The Out-Of-Doors

BEYOND YOUR DOORSTEP: A HANDBOOK TO THE COUNTRY by Hal Borland. Alfred A. Knopf Inc., 501 Madison Avenue, New York 22, N. Y. \$5.95

This is a bock for every outdoorsman be he hunter, fisherman, or nature lover who has ever marveled at the manifold wonders of the world around him. "Thi book's function," the author says, "i to gain 'recognition' for the natura world."

Tennis

HOW TO IMPROVE YOUR TENNIS / The Athletic Institute, Merchandis Mart, Chicago, Ill. 50 cents

The latest in The Athletic Institute' series of instructional books to com off the press, How to Improve You Tennis had Harry "Cap" Leighton, re tired physical educator, as consultan Booklet is completely illustrated wit diagrams and photographs for ease i understanding the game.

The photographic material in thi book has been reproduced from AI color slide film, "Beginning Tennis.

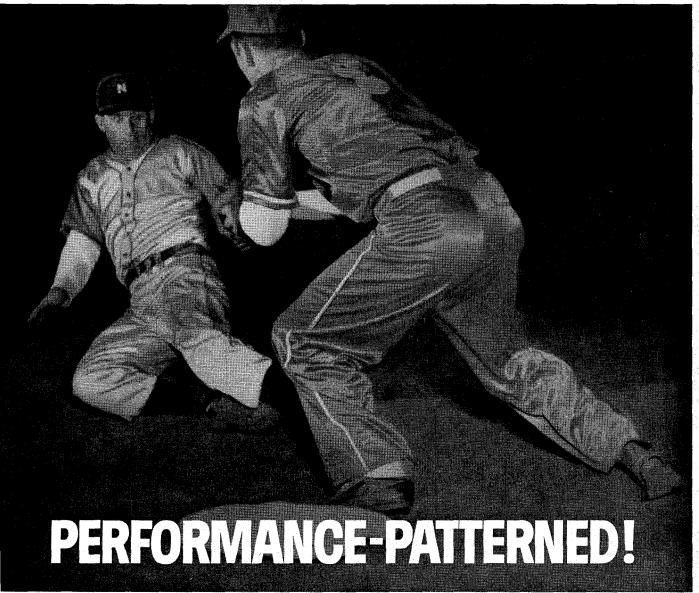


NEXT MONTH IN

NIRA Conference Issue

The President's Year

Music in Industry



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lundreds of leading softball eams throughout the nation noose Wilson uniforms for the ashing colors and distinctive yling that represent a winning titude.

Wilson uniforms are performice-patterned for freedom of ovement. Top quality materials ve many seasons of long wear.

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Wilson softballs play fast and sure, retain their shape, balance and firmness through many innings of hard play.

See your sporting goods dealer now for fast service on the full line of Wilson softball uniforms and equipment.

PLAY TO WIN WITH

Wilson

Wilson Sporting Goods Co., Chicago (A subsidiary of Wilson & Co., Inc.)





"Our company bowling leagues prove that recreation is good for our business!"

says E. Donald Gittens, Vice President of Defense Operations of American Bosch Arma Corporation.

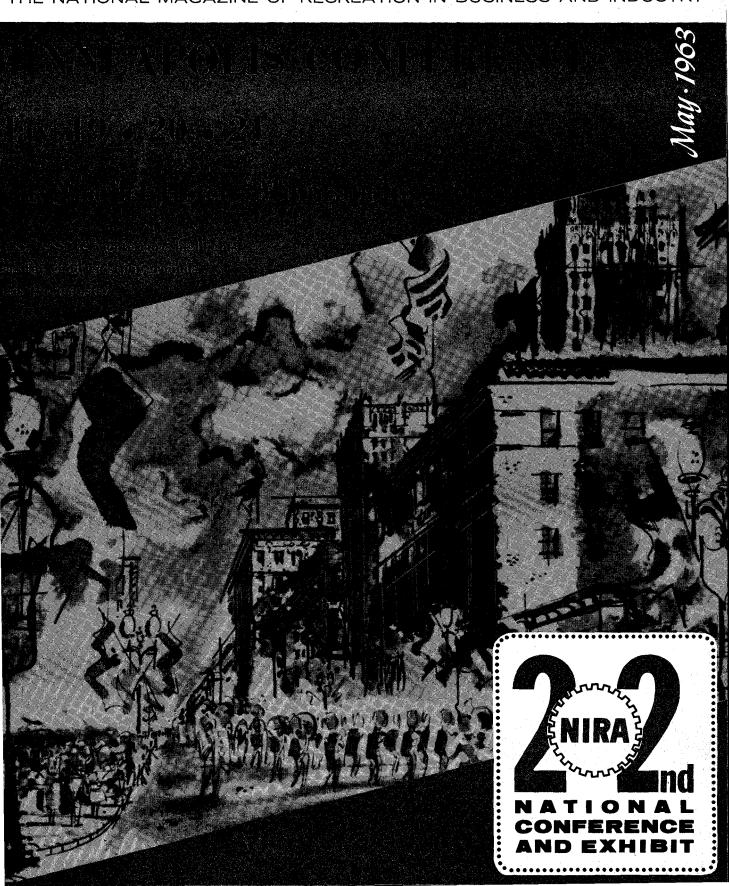
"Mixing business with pleasure is good business as far as we're concerned. Our company bowling leagues have done a good deal to strengthen labor-management relations at Arma, and it's an ideal way for employees to get to know and like each other. And we've found that teamwork off the job results in teamwork on the job...improved employee morale and efficiency, too!"



Get set for the fall league season <u>now!</u> Send for a timely free copy of "Employee Recreation Is Good Business." Write Dept. W.

Recreation Management

THE NATIONAL MAGAZINE OF RECREATION IN BUSINESS AND INDUSTRY





THE RIGHT TRACTION

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two exclusive tennis soles, TRACTION-engineered for individual needs

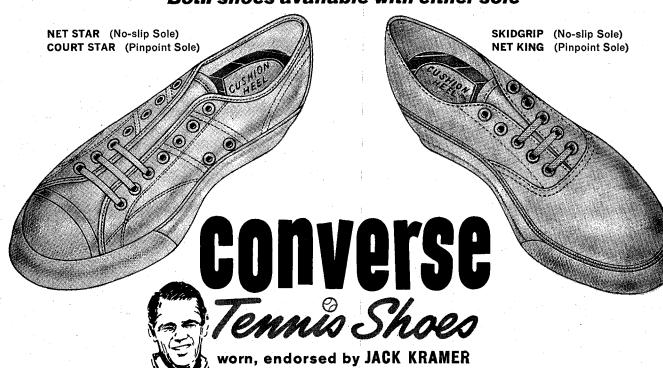
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Ideal on grass, polished or
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Men's sizes 4 to 14;

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PINPOINT design molded sole for extra durability
Gives the extra wear, and the type of traction needed for play on rough, abrasive surfaces. Men's sizes 4 to 14; women's sizes 4 to 10.

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MAY 1963

Volume 6, Number 5

This month, R/M salutes Minneapolis-St. Paul, hosts of NIRA's 22nd Annual Conference and Exhibit. Cover art, from an original water color by David Shaw, commemorates Minneapolis Aquatennial.



RECREATION THE NATIONAL MAGAZINE OF RECREATION IN BUSINESS AND INDUST

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signs of the times...

RECREATION FOR GREEN THUMBS. One of the most unusual recreation programs that any company sponsors for its employees is evidenced on a tract of land near the Lancaster (Penn.) plant of Armstrong Cork Co. Spring planting was begun there in mid-April in an employee garden program for which plowing, disking, and fertilizing are done with Armstrong Co. funds. The program dates back more than 45 years to the period just before World War I, though the site of the gardens has changed many times since. Plots are available without charge to all employees. First choice of plots goes to employees who tended their gardens most satisfactorily during the previous year.

HOBBIES ARE BIG BUSINESS. Total sales in the hobby industry in 1963 are expected to pass the half billion dollar mark. Surveys indicate that 60 per cent of the hobby business is concentrated in the tento-eighteen age bracket. Sales lag among those in their twenties, build-up among the thirty-year-olds, and spurt as the hobbyists grow older. Trains are now the second most popular hobby, behind hotrod custom automobiles; science kits are third. Plastic kits of all types have revolutionized the industry in the past five years, giving it a retail market value of about \$130,000,000 a year.

ORBITS FOR THE AVERAGE GUY. Tests with a new Air Force bio-measuring device developed by Hughes Aircraft Corporation have shown that many of the situations encountered by the average city dweller in his normal routine may cause him to undergo more nervous strain than an astronaut in orbit. The device which is worn like a belt will be used to monitor the physical and emotional conditions and stresses of pilots in flight. In preliminary tests, however, riders of roller coasters and even freeway drivers were found to have higher heart rates than John Glenn and Scott Carpenter had during the critical stages of their earth orbits.

ONE MAN'S WORK, ANOTHER'S LEISURE. A farmer works in a field, and he relaxes on the porch reading a magazine. A magazine editor does just the opposite: reading is an important part of his work, so he relaxe by tending his garden. However you define leisure, it is bound to mean vastly different things to different people, according to Dr. Robert L. Mann, program director of the University of Michigan Survey Research Center, author of "The Worker in the New Industrial Environment."

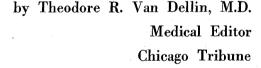
THE FIGHT FOR THE RIGHT TO BEAR ARMS. The National Rifle Association cites mistaken notions about what it takes to safeguard public interests as the reason so many do-good groups in the country originate legislation which curtails the use of firearms and endangers sport shooting. They note an FBI report which lists the primary factors affecting crime in the U.S. Among them are such elementary causal factors as the attitude of the public toward law-enforcement; educational, recreational, and religious facilities; the policies of the prosecuting officials and the courts, and even climate. Regulatory legislation is nowhere mentioned in the report as having a positive effect on crime reduction.

CHEMSTRAND HIKERS. It was bound to happen sooner or later. Employee groups have taken up that great New Frontier pastime—the long, long hike. One of the first employee groups to try it was a handful of hardy individuals from Chemstrand's Greenwood (S. C.) plant.

TOP MANAGEMENT SPEAKS

STATEMENTS OF THEIR CONVICTIONS ABOUT THE VALUE OF RECREATION FOR THE AMERICAN WORKER BY THE NATION'S CIVIC AND BUSINESS LEADERS

Don't Bring Home The Grief Case...



t is unfortunate that we speak so often about "executive" health, because what is said about it applies to the health oblems of other employees as well.

Yet those who are charged with administrative duties, on natever level of business they may find themselves, have ecial health problems because there are emotional and physicians upon them which the man on the assembly line does thave

Disorders of the heart, blood vessels, and lungs, as well as icer, are high on the list of health problems which affect in administrative positions.

Begin any health program with a physical examination and rt correcting *potential* abnormalities at once. For example, chance of developing coronary thrombosis is increased ny times when hypertension, overweight, or excessive smokgare factors. Most of these high risk factors can be corted.

Avoid gluttonous eating. It encourages obesity and helps se the cholesterol level of the blood. Eat a well-balanced t containing the basic foods, plus anything else that will encourage or raise the cholesterol level.

Keep physically fit. Exercise lowers the cholesterol level, ins up energy that might otherwise be stored in fat, and imves the coronary circulation of the heart.

Physical fitness adds years to life. Any man can remain in

good condition to age 80 by exercising daily. This means walking, hiking, riding, or volleyball. Resistive exercise is a good substitute and recommended for more sedentary workers.

Smoking heads the list of things to do in moderation. Alcohol is a potent ally when it relieves tension and creates good will, but a false friend when it clouds thinking, or poisons the body.

No one ever died from working hard, but overwork can kill. It also leads to staleness, boredom, and getting into a rut that's hard to climb out of.

The man who can not finish his work in eight hours—but must bring his "grief case" home with him—is said to be inefficient. The man with a work obsession is a psycho-neurotic and the constant tension of competition results in many illnesses including ulcers and high blood pressure.

Do not be overwhelmed by the emotional and psychic aspects of modern business. Frustration, hostility, anger, and gloom can sap your strength.

Live in a day-tight compartment. Plan the day, do your work, then go home and forget it. Relax with something you like—perhaps literature, art, music, travel, or reading.

Finally, use your leisure time well. Too many extra-curricular activities can be harmful. Steer clear of too much fund raising, too much civic activity. In short, for a long healthy life, don't spread yourself too thin.



A substantial portion of U. S. firms employing 250 or more have musical groups—in all more than 1,600 bands, choral groups, etc. According to past NIRA surveys, the most popular type of music activity is the choral group, staffed by lusty singers like the four Goodyear men donning formal wear at right.



Striking up the Band

Employee Music Group

A ccording to an exhaustive study just released by the American Music Conference, there are more industry-sponsored and -supported music groups in the U. S. than symphony orchestras and community bands of all sizes and description. In all, there are at least 1,600 employee music groups.

These figures are surprising, even though the U. S. is now the world's largest market for music goods—even when you exclude the huge phonograph and record segment of the industry.

There are more piano players in the U. S. than fishermen; enough guitar players to duplicate the population of Florida, and more than twice as many ukulele players as citizens of Deleware.

The impetus which industrial firms give to the music industry, in terms of the musical instruments, sheet music, and music accessories it buys, is a significant contribution to the total \$630 million market.

A substantial percentage of the nation's companies with 250 or more employees have musical groups. According to past NIRA surveys, the most popular type of musical activity in U. S. firms is the choral group.

Certainly with 34 million amateur musicians in the country, chances are good that in the roster of the average company there will be enough singers for a typical chorus or glee club and enough instrument players to form a band.

If recruiting bathtub baritones and shower sopranos into the ranks of the company chorus causes no problem, neither should finding a musician to lead them, according to the American Music Conference.

Many of the musical activities of a small group can be

handled by recreation staff members with little or no technical music training. A feeling for rhythm, the ability to carry a tune, and the enthusiasm to create song are the on essential ingredients necessary for leadership.

In most companies with modest music programs, how ever, the music director is not a regular employee. Often his a non-employee paid by the company on an hourly basi Most accompanists, on the other hand, are regular employee

Company funds usually provide for the purchase ar maintenance of band uniforms and some of the larger ban instruments. Transportation to and from performances ar rent for rehearsal quarters are also usually paid by the company.

Sheet music, robes, and music stands are ordinarily pa for with recreation funds, membership dues, performan fees or a combination of these.

There is bound to be considerable argument about whice company began the music-in-industry movement, but one the first was a mustachioed group of railroad workers called the Roanoke Machine Works Band, which began belting out tunes by Foster and Sousa way back in the 1880s.

Today many NIRA-member companies do an excellent jewith their music programs. Allen-Bradley Co., Milwauko Wis., is one of the best. A few months ago the compassent its orchestra and chorus on a tour of the northeaste states in two Greyhound buses which carried them near 5,000 miles to 16 separate performances.

Many other NIRA-member companies have fine mu groups. Included are Ford Motor, Detroit, Mich.; Domini Foundries, Hamilton, Ont.; North American Aviation, Clumbus, O.; Polymer Corp., Sarnia, Ont.; Nationwide I





lourish

surance, Columbus, O.; General Electric, Cincinnati, O.; Feletype Corp., Skokie, Ill.; Phillips Petroleum, Bartlesville, Okla.; Dow Chemical Co., Midland, Mich.

In Indiana, where the American Industrial Music Association was founded and where Purdue University annually hosts an industrial music workshop, Hoosier firms do an putstanding job with their employee music groups.

Eli Lilly & Co., Indianapolis, is one example. Delco-Remy Division of General Motors, in Anderson, is another. But perhaps *the* shining light in Indiana industrial music s U. S. Steel, Gary Works, in the state's northwest corner.

"Big Steel" sponsors a concert band, men's and women's glee clubs, a 15-member Swing Vo-Chestra, and a group that ours the Midwest during the Yule season singing carols. The ompany has the services of a full-time music director, Edward E. Wells, who is a noted teacher and composer of horal music.

Each year U. S. Steel musicians give an estimated 36 performances in a concert program that is bound to reap he company rich dividends in employee and community roodwill.

U. S. Steel is not the only company that realizes that in n increasingly "culture-conscious" society, music plays an important role in the many-colored spectrum of image building.

More leisure, more money, and more concern about music n schools are the factors which many believe will lead to a illion dollar market for music by 1970.

Already there are more industrial musicians tooting, twangng, and twiddling their tonsils in industrial concerts than n all concerts put together a few short years ago.

Pride and joy of U. S. Steel's Gary (Ind.) Works are its music groups. At Christmas, a group called the Carolers tours the Midwest in colorful Dickensian garb. Here they carol to crowds in front of Chicago's Tribune Tower.

Industrial Music Groups— The Cost Factor

The following is a sample list of costs which the company, the employee association, or the music group itself—depending on its scope and size, will be expected to bear.

- —cost of maintaining instruments in top playing condition
- -salary of the director
- -cost of library additions
- —cost of a place to rehearse
- -rental of concert sites
- —fees for janitors and stage hands
- -transportation of personnel to engagements
- -transportation of equipment to concert sites
- —meals and housing when group plays away from
- -maintenance and replacement of uniforms
- -insurance
- -fees for guest soloists



Why Company Playgrounds?

P lay is the single most important factor in the education of youngsters.

Just as the athletic field is a key link in changing from adolescence to adulthood, so the playground is a prime factor in the social adjustment of young children to an environment they find strange and hostile.

Playgrounds are a relatively new idea. The first true playground, the Boston Sandgardens, was constructed in 1885. According to some authorities, the rise and development of all recreation in the modern sense began with that first effort to provide special play areas for children.

The first playgrounds were "defensive" efforts. They were designed to keep children out of mischief, to keep them off the street, to protect them from traffic hazards, and so forth.

One school of recreation history teaches that playgrounds resulted from the social conditions which were brought about by the industrial revolution—the growth of cities, for example, and the development of the "ghettos of the underprivileged."

Almost nobody in America claims anymore that big industry creates impoverished classes of people. Most wellmanaged firms now pour great portions of their profits annually into higher salaries, varied fringe benefits, and better living conditions for their employees, as well as costly programs for community improvement.

Paternalistic companies have also developed a vital interest in accepting part of the responsibility for the welfare of their employees' children.

Thus, if consideration for slum children was one of the most important early factors in the evolution of playground areas, today's industrial management is much too sophisticated to accept that reason alone for installing recreation facilities for children on company property.

They are more likely to agree with those who say that playgrounds are for helping children develop their physical, mental, moral, and spiritual capacities through leisure-time activities, in order that they might grow to full maturity as individuals and members of society.

Play does contribute to the psychological and emotional growth and well-being of the child. For one thing, the child's insatiable desire to explore life can be satisfied through play, and the imaginative explorations provided by the playground are well adapted to his age and developmental level.

Social games of all types, from dancing to playing cowboys and spacemen, provide physical and emotional stimulation and include the valuable ingredients of excitement and zest which are healthy developmental influences on children.

People vary in their needs and interests, and so must playgrounds for children. The programs planned musinclude a wide variety of activities for the youngsters.

Activities at typical recreation playground centers in clude group and team games for girls and boys, athletics singing, nature study, handicrafts, camping, folk dancing story telling, dramatics, painting, photography, archery weaving, swimming, and other forms of recreation.

Some playgrounds give emphasis primarily to muscle building apparatus for children, especially where limited budgets prohibit the hiring of play supervisors.

Equipment and facilities needed for playground area vary with the scope of the activities, but probably would

The playground is a prime factor in the social adjustment of children to an environment they find strange and hostile. Some playgrounds stress activities like nature study (below) while others prefer muscle-developing activities like those at right.





include a selection of some of the following: sports field, backstop, park benches, picnic tables, tennis courts, wading pools, skating rinks, swings, slides, teeter-totters, croquet courts, and shelters, as well as a whole host of new children's play equipment, including climbing structures, mazes, and evermore exciting and imaginative apparatus.

If it's your responsibility to plan a playground area, you may want to give thought to including a quiet area, a place for team games and games for girls, as well as space for small children.

There are no set rules for the construction of playgrounds. Within the limits of safety, there is considerable room for imaginative combinations of equipment and grounds layout.

One important ingredient in playground development s in obtaining qualified leadership. Qualified leaders help nake the playground not only more than just a play or recreation area, but also a laboratory for good citizenship where all can engage equally in a variety of wholesome constructive activities without fear of take-over by bullies.

Studies have shown that accidents increase as the degree of supervision decreases.

Presumably a stabilizing factor in playground maintenance with companies who already have their own recreaion area would be the fact that they could draw on xisting facilities and staff without necessitating addiional outlays of money for maintenance.

As the recreation movement develops and gathers monentum, in the words of Thomas E. Rivers, director eneral of the International Recreation Association, proisions for playgrounds for children must be of primary mportance.



Yes! You can boost employee acceptance and participation in your already successful bowling program at a small entry fee per bowler-with BOWL-A-TRIP vacation prizes!

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The Genial Gentleman from Gary

It was in mid-June, 1962, at the Hotel Commodore, in New York City where NIRA was playing host to injustry's recreators at its 21st National Conference, that a enial ruddy-looking man with an infectious grin stepped up to the rostrum amid the applause of his colleagues to take ffice as NIRA's 22nd president.

As he accepted the gavel from Past President Bob Turner, if West Point (Ga.) Manufacturing Co., Ed Mitchell modstly predicted that he would do his best to see to it that he association "advanced" during 1962-63.

In the ensuing months, the veteran recreation director rom U. S. Steel's Gary (Ind.) Works more than fulfilled is promise as he steered the association to one of its most accessful years—in terms of new friends and members ained, and in terms of industry's participation in NIRA-ponsored programs.

From Toronto to Knoxville, from Dayton to San Diego nd many other U. S. industrial and educational centers, resident Mitchell traveled on NIRA's behalf—in all more nan 15,000 miles.

His first assignment after the New York conference was cting as official spokesman for NIRA at the Rural Life ecreation Workshop at the Research Center in Huntley, Ill., aving soon after for Toronto and a conference with IIRA's Canadian members in conjunction with the Royal anadian Exposition.

Regional meetings followed at Dayton, O.; Milwaukee. Vis., Knoxville, Tenn., and Kalamazoo, Mich. Drawing on is years of experience in industrial recreation, President litchell was a constant source of ideas and encouragement.

In February, 1963, he traveled to the NIRA Western Conference at San Diego, truly one of the highlights of his year, with short stays at Las Vegas and Los Angeles enroute, and in Phoenix on the return swing.

An ardent twice-a-week bowler, Ed was on hand in Detroit at the National Industrial Bowling Championships hosted by the Ford Motor Company. Officially he was there as NIRA's top spokesman, but unofficially he came to cheer on the team from U. S. Steel's Gary Works.

With 36 years at U. S. Steel, and 18 of them in recreation as head of the 10,000-member Goodfellow Club, Ed's vast experience in the profession with one of the nation's oldest, largest, and most respected corporations helped him as president.

He personally undertook an aiffiliate membership drive which netted the association 12 new members. During his year as president, more than 30 new regular company members also began availing themselves of NIRA services.

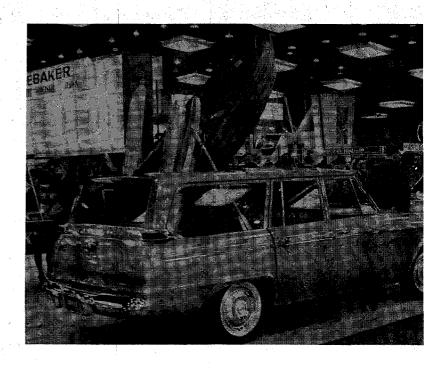
While his tour of duty with NIRA has been full of official activities, President Mitchell has also found time to serve as president of the Gary Kiwanis Club, and vice president of the Boy Scouts' Sauk Trail Council. He previously served NIRA as state chairman of Indiana.

Ed, accompanied by his charming wife, Mercedes, will wind up his year in office at NIRA's 22nd Conference and Exhibit in Minneapolis in May.

President Mitchell's genial smile and quick wit have won many new friends for the association during the past year. The entire membership salutes him, as well as U. S. Steel Corp., for a year of great leadership.



A program featuring authorities with wide-ranging backgrounds adds up to an outstanding conference as . . .



Minneapolis Unfurls Its Re

Exhibitors

The following companies have already confirmed their exhibit space at NIRA's 22nd Annual Conference and Exhibit. These and other companies yet to be announced will display their products and services for the convenience of NIRA conferees. They will be prepared to take your orders at the conference.

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A. G. Spalding & Bros.
Wilson Sporting Goods

PRIZES, HOBBIES, TOYS

Dowst Manufacturing Co. Jarts Co. Tandy Leather Co. Saunders Novelty Swiss Melody Corp.

TRAVEL

New York Convention Bureau SWISSAIR Seville Hotel Sabena Airlines Trans World Airlines Lutthansa

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Automatic Vendors, Inc. Canteen of Minn., Inc. Coco-Cola Co. Northwest Automatic Pepsi-Cola Co. Seven-Up Co.

RECREATION ORGANIZATIONS

American Bowling Congress International Association of Amusement Parks National Bowling Council National Rifle Association

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MISCELLANEOUS

Boy Scouts of America Ideas, Inc. Minnesota Mining & Mfg. Co. Miracle Equipment Porter Athletic Equipment Co. Sico Incorporated Studebaker Corp. Twyman Films, Inc. IRA's 22nd Annual Conference and Exhibit in Minne apolis has been designed specifically for you.

Chock full of informative seminars, panel presentations luncheon and banquet talks, as well as informal brainstorming sessions, the conference is intended to serve as a clearing house of ideas for the alert recreation director. Read the program attached to this copy of R/M prior to attending the conference.

Topics ranging from retirement to body dynamics, golf bowling, baseball, softball, rod-gun-bow clubs, travel, music public speaking, woman's activities, facilities, card tourna ments, and many more will get feature play at the conference

Headline speakers for the event are:

Retirement seminar moderator Etta Saloshin, Ph.D professor of Social Work at the University of Minnesota where she has been a member of the faculty since 1949 Miss Saloshin conducts training institutes for leaders of Golden Age Clubs and Directors of Homes for the Aged

—Robert Peterson, syndicated columnist who writes "Lift Begins at Forty" for King Features Syndicate, New York City

—Stanley J. Wenberg, vice president for educational relationships and development, University of Minnesota. Awarde the Bronze Star and Combat Infantry Badge for services i Germany during World War II, he holds B.S. and M.A. degrees from Minnesota.

—NIRA's own Fred Canaday, director of recreation for General Motors Corp. Canaday is also holder of an M.A from the University of Minnesota, and served as chairmat for the highly successful First Annual NIRA Bridge Tournament.

—Lyle H. Fisher, vice president, Personnel and Industrial Relations, Minnesota Mining and Manufacturing Cowho will speak on Tuesday. A graduate of Northwester University's business school, he is a former college based

"Workhorse" of the Studebaker line, the 1963 Wagonaire, will be given for one year to the winner of the delegates' rod-gun-bow contest, held at the Minneapolis-Honeywell recreation area in conjunction with the conference.



SALOSHIN

arpet

ketball great.

-Gertrude Enelow, founder of a Chicago school of body dynamics. Miss Enelow will expound her views on exercise and relaxation, and has some interesting comments on the relative values of muscle stretching exercises, compared with her rhythm-relaxation methods.

-Rev. Bob Richards, headline speaker at NIRA conferences of the past. A former Olympic pole vaulting champion, he heads up the Wheaties Sports Federation, and leads a national crusade for physical fitness.

Entertainment at the conference will be provided by a comedy team billed as one of America's most "scintillating" -Ralph and Mary Carnevale, the original Astro-Nuts. Comedy on a space theme is their specialty, and their arsenal of humor contains more laughs than Cape Canaveral has rockets.

Ralph and Mary are specialists in performances for in-

dustrial audiences, with appearances before the following NIRA-member companies: Allis Chalmers, Bell Telephone, Dupont, Eastman Kodak, General Motors, and Radio Corporation of America, as well as many other U. S. firms.

One of the really exciting highlights of the conference will be the delegates' rod-gun-bow competition at Minneapolis-Honeywell's Recreation area. Winner in the competition will be awarded a Studebaker Wagonaire—"The Recreation Director's Car for 1963"—to use for a year.

The Wagonaire is the workhorse of the Studebaker line

The Wagonaire is the workhorse of the Studebaker line of automobiles featuring a metal sliding roof panel that elescopes forward from the rear almost to the center of he car. This feature, according to the company, is one of he most revolutionary in the history of the station wagon.

All told, these "extra" features, plus the wealth of proessional knowledge available to you, add up to a Conference ackage unsurpassed in previous years—one which you'll gree you can't afford to miss.

Ten NIRA Rules

For a Successful Conference

- Read the program carefully in advance.
- Participate and ask questions at the sessions.
- 3. Acquaint yourself with the other conferees.
- 4. Frequent the exhibit area.
- 5. Talk shop at every opportunity.
- 6. Plan your periods of relaxation.
- 7. Get yourself involved on a committee where you will be valuable.
- 8. Get to know your NIRA staff and officers.
- 9. Participate in the field trips to nearby recreation areas.
- Finally, even though we've planned a top-notch program for her, don't forget the wife.



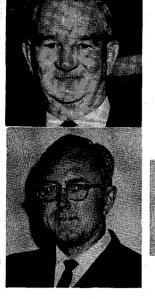
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EDWARD T. MITCHELL

Recreation supervisor for Gary Steel Works Division, U. S. Steel Corporation, since 1944. President for 18 years of the 10,000-member Goodfellow Club at the Gary Works. Prior to taking office as president he served NIRA as Indiana State Chairman. CIRA

ROBERT A. TURNER Immediate Past President Coordinator, Department of Community Recreation, West Point Mfg. Co., West Point, Ga., since 1940. B.S. from University of Minnesota; M.S. from New York University. Winner of 1960 Helms Award. Previously served NIRA as Junior Director from Region IV. CIRA



Board of Directors

Region I—East







Region II—Mid-East







Region III—Midwest







Region IV-South





DAVID CHAPIN

Senior Director

Manager, Employee Activities and Services for

Equitable Life Assurance Society of N. Y. B.B.A.

from Clarkson College. Past-president Industrial

Recreation Directors Assn. CIRA

ROBERT J. BENN Senior Director Recreation director for Grumman Aircraft Engineering Corp., Bethpage, N. Y. B.S. from Hofstra College. Past President of Long Island Recreation Association. CIRA

> RAYMOND J. WALSH Junior Director Director, Kodak Office Recreation Club, Eastman Kodak Co., Rochester, N. Y., since 1955. Member of NIRA Travel Council and Kodak group travel committee.

CHARLES E. BLOEDORN Senior Director Director of Recreation, Goodyear Tire & Rubber Co., Akron, O., Mr. Bloedorn also serves NIRA as a vice president. Member Olympic Basketball Team Committee.

W. R. KELK Senior Director Executive Secretary of Engineering Department Employees Activities Association, E. I. du Pont de Nemours & Co., Wilmington, Del. Formerly Delaware State Chairman.

> LARRY DEAL Junior Director Manager, Personnel Activities, Inland Manufacturing Division, General Motors Corporation, Dayton, O. Author of new NIRA Manual for State and Provincial Chairmen.

JOHN P. CRNICH Senior Director Director of Employee Activities, R. R. Donnelley, Chicago, Ill. Presently also serves as NIRA vice president. Former NIRA Resolutions and Illinois State Chairman. CIRA

WALTER DOWSWELL Senior Director Recreation Director for Motorola, Inc., Franklin Park, Ill. National Conference Chairman, 1956; Chairman, 1960. Director of NIRA eight years. Past vice president. CIRA

R. FRED CANADAY
Director of Recreation, General Motors Corporation, Detroit. M.A. from University of Minnesota Chairman First Annual NIRA Bridge Tournament. Past Michigan State Chairman. CIRA

GIRDLER M. MATLACK Senior Director Recreation Co-ordinator for ARO, Inc., Arnold AF Station, Tenn. B.S. from N. C. State College. Industrial recreation consultant for two North Carolina Governors. CIRA

> NORMAN H. KING Junior Director Recreation Manager since 1952 for Lockheed Georgia Co., Marietta, Ga. Active in Georgia State Recreation Association. Formerly active in community recreation.







GORDON L. STARR

Director of Research



FRANK DAVIS

DON L. NEER **Executive Secretary**

anager of Lockheed Employees' Recreation lub, Burbank, Calif., for 20 years. Completg fourth term as Treasurer after previously rving as NIRA Director and Vice President. ecipient of 1958 Helms Athletic Foundation dustrial Recreation Achievement Award and 1959 Class D Helms Award. Active in adership of youth sports activities. CIRA

Assistant Professor of Recreation, U. of Minnesota and Director, Coffman Memorial student union. B.S. and M.E. degrees from U. of Minnesota, presently working on his Doctorate degree. In three years has greatly extended scope of NIRA research program including completion of the pilot study, "Does Industrial Recreation Pay?"

With NIRA since 1955. Former sports director for U. S. Junior Chamber of Commerce, 1951-55. Recreation superintendent for cities of St. Cloud, Minn., and Zanesville, Ohio, 1946-51. Five years with U. S. Navy directing welfare and recreation programs. B.S. and M.E. degrees in physical education and recreation from U. of Minnesota.



PATRICK W. FEELY, JR. Senior Director Recreation Director, The Falk Corporation, Mil-waukee, Wis. Previously Wisconsin State Chairman. Leader in Milwaukee County Industrial Recreation Council and Wis. Industrial Rec. Conf.

> C. W. HUDSON Junior Director Project Manager for Personnel Services, General Products Division, International Business Machines Corp., Rochester, Minn. Formerly with IBM in St. Louis and Kansas City.





egion VI—Southwest

FERRIS BROWN Junior Director Recreation Director, Texas Eastman Company, Longview, Texas. Ardent campaigner for industrial recreation. Active in promoting the concepts of the profession.

> THOMAS E. SMITH Junior Director Recreation Director for Texas Instruments, Inc., Dallas, U. S. Navy Electrical Engineering School. Former Athletic Officer Fleet Aircraft Squadron 117, U. S. N. CIRA





egion VII--West

HARRY W. CLARK Senior Director Manager, Personnel Activities, Nortronics ES&E, Northrup Corp., Hawthorne, Calif., since 1960. Formerly Area Recreation Supervisor, Southwest Los Angeles, CIRA

> JOHN R. MITCHELL Junior Director Chief of Employee Services for General Dynamics/ Astronautics, San Diego, Calif., since 1956. B.A. San Diego State College. California State Chairman in 1960. CIRA





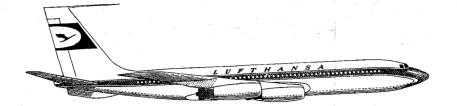
egion VIII—Canada

H. JAMES CHARRINGTON Senior Director Recreation director for the Polymer Corporation, Sarnia, Ont., Can., since 1954. Member Ontario Recreation Assn. President Sarnia Industrial Recreation Association. CIRA

> JAMES PULLEN Junior Director Recreation Co-ordinator for the Hydro-Electric Power Commission of Ontario, Toronto, since 1948. D.M.R. from University of Western Ontario. Author 3 recreation books. CIRA







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Brunswick Names Benior Vice Pres.

S. P. Jacobson has been appointed enior vice-president, Brunswick Cor-



JACOBSON

poration, B. E. Bensinger, chairman and president announced recently.

Jacobson continues as group executive in charge of bowling, boating, and sporting goods divisions, Bensinger said.

A graduate of MIT, it was under acobson's direction that the Autonatic Pinsetter was developed in recrd time.

FTMA Endorses Rivers of Death'

No book in recent months has stirred he controversy that Rachel Carson's ook, *Silent Spring*, has.

This month the American Fishing Tackle Manufacturers Association has ome out strongly pro Miss Carson's ook, especially Chapter 9, "Rivers of Death."

"More than 40 million Americans go shing for physical, mental, and moral ecreation," according to AFTMA. The multiple benefits of their natural eritage depend on the purity of rater."

"Fishes," in the words of Miss Carbon, "are almost fantastically sensitive o . . . modern insecticides. And when nillions of tons of poisonous chemicals re applied to the surface of the land, is inevitable that some of them will nd their way into the ceaseless cycle f waters moving between land and ea."

olf Foundation roduces Film Series

A new series of golf instruction films ombining for the first time the teaching skills of leading golf professionals and physical education consultants, has been released by the National Golf oundation.

Included is a complete golf instrucon program in four full color 16mm otion pictures with sound.

More than 15 years of research and any months of concentrated study ere expended in the selection of the ost efficient teaching methods and motion picture techniques, according to the Foundation.

The result is a skillfully produced golf instruction series which develops interest quickly and produces long lasting patterns of learning.

The motion picture series may be purchased or rented. Details are available through the National Golf Foundation, 804 Merchandise Mart, Chicago 54.

7 of 10 Personnel Men List Recreation Duties

According to a recent survey by The

Personnel Journal, seven out of ten personnel managers listed recreation as one area of their responsibility.

The trend in personnel management, according to the magazine, is still toward ever-broadening responsibility, instead of the specialization you might expect from companies in the space age.

Other varied interests in which they are involved included safety, incentive programs, insurance, retirement, testing and evaluation, communications, food management, vending, health and welfare.



Makes more fun for bathers than any water-play device you've seen, provides continuous thrilling play enjoyed by riders and spectators alike. And Spin N' Float is SAFE for all who are safe in 4½ feet of water, even nonswimmers.

Simple breakproof construction—only two principal parts: cone shaped steel Float, and heavy steel Shaft anchored to bottom with universal joint. Float rotates on Shaft, tilts at all angles, adjusts to any load or water level, spins easily in either direction by foot pressure against deck.

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Float is electric welded

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Simple to install, easy

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RV RECREATION ROUNDUP

Martin Company Recreator Honored

Interstate Bowling Corp., Denver, presented Tom Rendler, director of recreation, Martin Co. Denver Division, with an award for outstanding service in the field of sports recently.

Attending the testimonial dinner were scores of Martin Company management and employee representatives and Denver City recreation department dignitaries.

Rendler set up and directed the Martin employee program of activities since joining the company in June, 1956. Today there are 26 Martin men and mixed bowling leagues, comprised of more than 300 teams, as well as hundreds of other recreational activities.



quets are practically indestructible. Their steel strings and tubular steel frames are not affected by climatic changes. No covers or presses needed to protect them. They won't warp, splinter, rot, sag.

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Rules and
court layouts
for badminton
or tennis are
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asking.

] ayton STEEL RACQUETS

Archery a Top Sports Activity at Kohler

The Kohler Co., of Kohler, Wis., was host recently to the Eastern Wisconsin Archery League, of which it is a member.

Archers from Two Rivers, Sheboygan, and Sheboygan Falls participated. Top trophy, donated by the Kohler Co., went to a Two Rivers archer.

The company also sponsors a junior archery league for children of employees.

Western Electric Study Aids in Heart Research

What are the factors responsible for heart diseases in middle-aged employees? A study undertaken by the U. of Illinois on employees of Western Electric, in Chicago, may hold the answer.

Preliminary findings of the continuing study report that excessive cigarette smoking is the largest cause of heart trouble as well as health problems in general.

Other findings:

—coffee drinking is the second most significant cause.

—pessimistic, dispirited individuals are especially prone.

—there's a definite relationship between cholesterol levels in the blood and coronary heart disease.

—overweight, because it causes high blood pressure, is a factor.

Ford Produces Films For Group Showing

The Ford Motor Company has produced a series of films with sound that are available for free loan to employee groups, as well as schools, civic clubs, churches, farm groups, and other organizations in the U. S.

Topics available include five films on the automobile industry, six in a series called "Americans at Home," six on travel, three highway safety, three general subjects, and music film on the N. Y. Philharmonic.

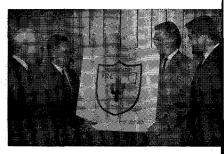
Contact Ford Motor Co., The American Road, Dearborn, Mich.

Recreation Consultant Firm Formed

The formation of Recreation Consultants, Inc., has been announced by Charles R. Bauerlein, president.

Conceived as a consulting engineering firm whose purpose is to specialize in the planning and design of community recreation facilities, the company has its office at Spring House, Pa.

The firm is an example of the specialization and sophistocation which is revolutionizing recreation management.



Milt Rouss, second from left, presents a cop of the official emblem of the Phoenix IRC to Jon Meyer, IRC president. Besides recognition the emblem won a \$25 prize for Rouss. Other in the photo are A. L. Monette, president Per Club, left, and Nick Maras, Pera Club's IR representative, right.

Dayton Power and Light Takes to the Ice

Employees of Dayton Power and Light took over a local skating rink of two late winter evenings this year.

More than 100 employees and thei families took advantage of the chance t teach their children the age old sport, o to brush up on their figure skating.

The majority of those attending wer employees with children, but many ur married couples found it a pleasant wa to spend a date.



INTERNATIONAL GOLF PRODUCTS OAK BROOK 76, Illinois

Vermont's Recommendation for Vital Activities Program

The State Board of Education of Vermont recently issued an outline of suggested activities for recreation centers in small communities.

We reprint it here in part because it serves well as a checklist and a source of ideas for company recreation directors.

These recommended activities are typical of those which could be carried on by small companies.

Physical. Games, sports (both indoor and outdoor) swimming, hiking, gardening, skating, gymnasium classes.

Social. Folk dances, square dances, picnics, campfire evenings, play nights, game nights, sings, stunt nights.

Music. Music appreciation, concerts, harmonica groups,

choruses, orchestras, light operas.

Dramatics. Plays, pageants, marionettes, dramatic readings. Handicraft. Basketry, quilting, sewing, woodworking, carpentry, boat building, painting, porch and kitchen furniture, picture framing, toy making, cooking.

Entertainment. Minstrel shows, stunt nights, plays, spelling bees, community fun nights, storytelling, mock trials, holiday

evenings, suppers, dinners.

Educational. Lectures, discussion groups, conduct of club and other meetings, leaders' classes, handicraft classes for adults and children.

Special events. Achievement days, stock shows, holiday celebrations, Halloween, Valentine's Day, Memorial Day and Fourth of July celebrations.

Game Rooms. If possible, rooms should be set aside for quiet games such as checkers, chess and table games of various kinds—including ping pong, jig saw puzzles, and indoor quoits. Special game nights have been conducted separately for children and adults.

Reading rooms. Books can be collected and magazines subscribed to, and a room set aside for reading. A canvass of the company may find many people willing to donate books.

Clubs. All kinds of clubs can be organized, such as sewing, cooking, quilting, various kinds of handicraft, drama, music, discussion groups and others for which leaders can be found in the company.

Tournaments. Tournaments of many kinds can be held, including indoor and outdoor games of all kinds.



The Bat with the MOST on the BALL

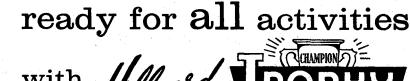


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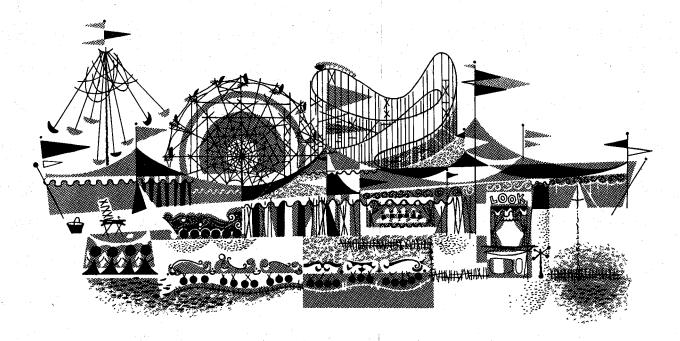
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The International Association of Amusement Parks Congratulates NIRA

on the completion of 22 years of service to recreation and invites business and industry to follow the example of many of NIRA's 900 recreation directors by holding their outings at IAAP approved amusement centers.

STOP AT BOOTH 47 AT THE TWIN CITIES CONFERENCE FOR A COMPLETE LIST.



RV RECREATION ROUNDUP

Goodyear Pioneers Wood Substitute Search

Among the companies which are making substantial progress in their search for a practical substitute for wood is Goodyear Tire and Rubber Co., which recently announced the production of a new "chemical wood."

Typical of the wide variety of uses to which the wood substitutes can be put are its recreation goods applications, including bowling pins, gun stocks, and



32 W. Randolph St. • Chicago I, III.

golf club heads.

The increasing use of true hardwoods, particularly in bowling pins, has resulted in a depletion of the supply and prompted the frantic search for a substi-

NIRA Postal Fishing Contest Begins June 1

Companies from coast to coast are preparing for the industry-wide Postal Fishing Contest, which NIRA is cosponsoring this year with AFTMA.

Any employee of a NIRA-member company is eligible for the contest, which will run from June 1 to Aug. 31.

June, July, and August winners in both fresh- and salt-water divisions will receive merchandise prizes for first, second, and third place.

The overall winner will receive the Shakespeare Grand Award—a free, three-day fishing trip to North Manitou Island in Lake Michigan.

Each catch must be registered on the official NIRA entry form, which must be completely filled out, properly witnessed, and accompanied by a photograph of the fish.

Entry forms must be received by NIRA not later than the 15th of the month following the catch.

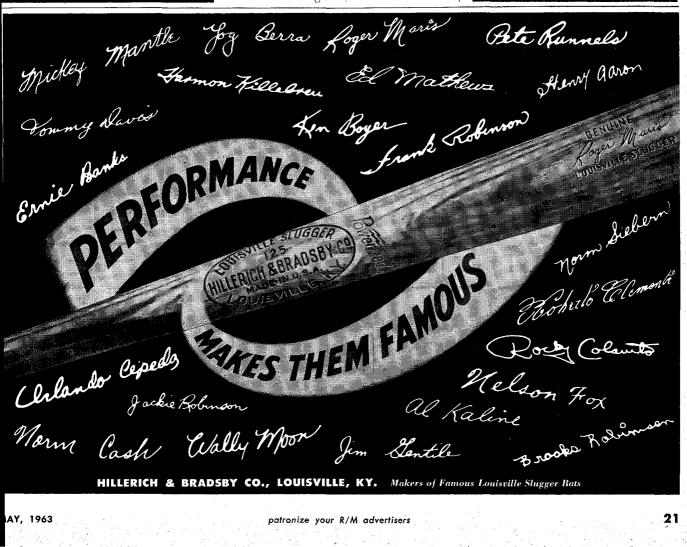


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CLASSIFIED

RATES: regular type—15 cents per word; bold face type—25 cents per word. Copy must be received by the 5th of month preceding Issue in which ad is desired.

POSITIONS WANTED

Desire position in recreation field. Army overseas division for past year as staff sports director. Background includes coaching, physical education and recreation supervision. Also newspaper work. Many athletic skills. College degree.

Box #61—RECREATION MANAGEMENT

Man with excellent background in recreation and public relations seeks position in industrial firm as director or supervisor of employee activities program. B.S. in education. Married. Age 38. Five children.

Box #75—RECREATION MANAGEMENT

Young man with background in coaching and education seeks position in industry as director of recreation. B.S. in physical education and recreation. Single. Age 22. Salary open.

Box. #76—RECREATION MANAGEMENT

Young woman with background in education and recreation desires position with industry as program director. Single. Age 27. B.S. in physical education. Salary, \$5,000 and up.

Box #77—RECREATION MANAGEMENT

Man with excellent background seeks position in industry as recreation director or supervisor. B.S. in recreation plus 17 hours graduate work. Married. Age 49. Two children. \$6,500.

Box #71—RECREATION MANAGEMENT

Young man with background and education in recreation seeks position in industry as resort director or recreation director. B.S. in physical education-recreation. Age 24. Married. \$5,000 to \$6,000.

Box #72—RECREATION MANAGEMENT

Seeking position as recreation director or assistant with firm. Summer experience with city recreation department. Degree expected in recreation June, 1963. Available immediately thereafter. Single. Age 22. \$5,500. Box #73—RECREATION MANAGEMENT

Young man recently graduated from college with B.S. in recreation desires position with industry. Single. Age 21. Salary and type of position open.

Box #78—RECREATION MANAGEMENT

Young assistant recreation director with industrial firm desires new position with industry as recreation director. Married, two children. Age 29. Available immediately. Box #80—RECREATION MANAGEMENT

FILMS & FLOWERS

Your employees will appreciate gardening with Imported Holland-grown Spring-flowering bulbs. For your meetings we have 16mm, multicolored sound films available. Our flowerbulb-gardening experts are giving lectures and will be pleased to arrange a lecture for your organization. Please write for complete information to: Bulbhome Sassenheim Holland Europe.

RIV RECREATION READING

Swimming

DROWNPROOFING: A NEW TECH NIQUE FOR WATER SAFETY/ Free Lanoue, Prentice-Hall, Inc. Englewood Cliffs, N. J. \$3.95

Lanoue, swimming coach at Georgia Tech University and advisor to the Peace Corps, describes "drownproofing" as a special water technique which guarantees, with certain exceptions, that a person can survive any water mishap regardless of age, sex, ophysical condition.

The only swimming skill of any rea critical importance, according to the author is the ability to stay afloat fo an indefinite period of time.

Leisure

RECREATION IN AMERICAN LIFI / by Reynold Carlson, Theodore Deppe and Janet MacLean; Wadsworth Publishing Co., Inc., Belmont, Calif.

This book is an excellent introductor text for students in the recreation field Its goal is to present a comprehensiv and balanced picture of the rapidly expanding recreation field, covering it history, present scope, trends, and need for the future.

Golf

GOLF CAN BE AN EASY GAME / b Joe Novak, Prentice Hall, Englewoo Cliffs, New Jersey. \$4.95

"What could be more simple tha golf?" asks Joe Novak, one of golfdom best teachers and former P.G.A. pres dent. "There lies a perfectly quiet, sti ball, ready to be dispatched to the desired spot. All the golfer has to do is swing." Not one of the current series of "comic" books on golf, this book is a exhaustive study of what goes into the making of a good golfer.

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What's Ahead for Bowling Now Report on Industrial Tennis Conference Highlights Par-3 Golf for Employees



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Please send me your free suggestion list of "Golf's Greatest Prizes." My budget is

under \$150. \$150-\$500. over \$500.

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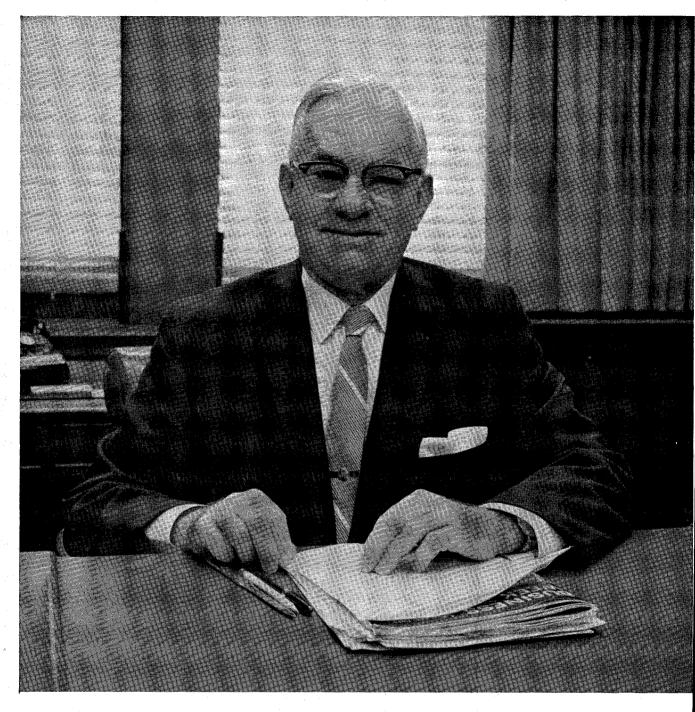
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Name_____

Company_____

Street_____

City____State___



"Bowling is one of our most popular, smoothest-running employee activities!"

says W. G. Boswell, V. P. of Industrial Relations, National Cash Register Company, Dayton, Ohio.

"NCR's employee turnover rate is one of the lowest in the industry. We feel that you can buy hand power and head power, but you have to earn heart power. And our comprehensive employee recreation program does this. Bowling ranks as a favorite sport in this program. Of 15,500 employees in our Dayton plant, at least 1,500 take part in 30 company bowling leagues. The program is easy to maintain...at low cost...using regular public lanes."

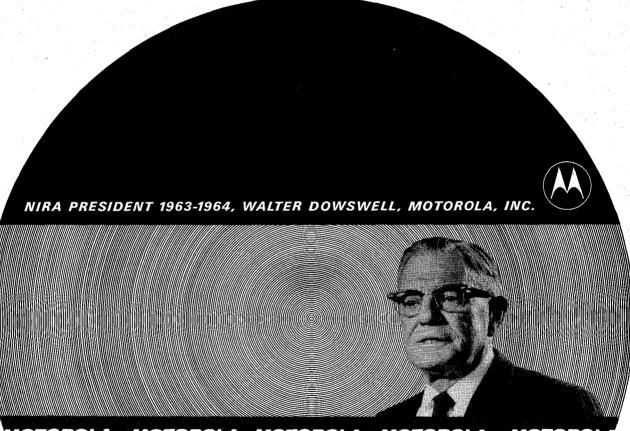


Get set for the fall league season now. Send for AMF's timely free copy of "Employee Bowling is Good Business." Write Dept. W.

Recreation Management

THE NATIONAL MAGAZINE OF RECREATION IN BUSINESS AND INDUSTRY

FEATURING: NIRA CONFERENCE HIGHLIGHTS ● RECREATION ON A GRAND AMERICAN SCALE ● 3-PAR GAINS IN POPULARITY



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Everybody wants to play—and win—when your prize list features famous Wilson golf equipment!

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CIRCULATION MANAGER OROTHY B. MORRISON JUNE-JULY 1963

Volume 6, Number 6

This month R/M pays tribute to Walter Dowswell, recreation director for Motorola Inc., who was elected to NIRA's top office in Minneapolis. Credits to Don Levy, Manager of Motorola's Corporate Design Division, who developed R/M's June-July cover.



THE NATIONAL MAGAZINE OF RECREATION IN BUSINESS AND INDUST

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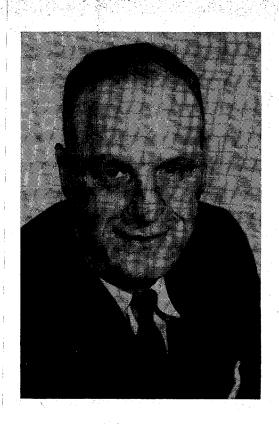
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R/M Guest Editorial

by Robert W. Crawford Recreation Commissioner City of Philadelphia



The Coming Challenge

In Professional Recreation

By 1970 approximately 80 per cent of all Americans will live in urbanized, industrial population centers.

Those engaged in the recreation profession have an important task in the days ahead. They must devise ways of providing ever more meaningful and creative opportunities for America's increasing leisure hours.

As recreation administrators, the image we give of ourselves and our programs to the general public may be the key to exercising our full role as providers of recreation for the American people.

The image that people have of recreators is often limited to playground supervision, recreation center operation, and athletic program planning.

This image perhaps retards our progress as a profession and the effect of our programs on the public because people have come to feel that they can provide their own recreation without us.

Many recreation directors are satisfied with just doing their job "as it has always been done." Many of us are not interested in contributing anything to the solution of the leisure problem on state and national levels. We need men of ideas.

A leading economist said recently that recreation people have done little or no research and have been very weak in communications. We know practically nothing about our market and almost as little about our product, he asserts.

Implied in his statement are such questions as: are we performing our total role? Are we claiming to provide

benefits which we can't substantiate? Does our program provide all the opportunities people really want?

It is necessary for us to approach the solution of these problems with the methods of modern research, as well as to popularize our services by using more efficient communi-

One thing is certain. Recreation is a growing industry The question is—are we going to lead it or just follow

Recreation can only contribute to popular happiness wher we, the recreation directors, believe in our own ability in life itself, in God, and in people.

Recreation desparately needs new blood, and in order to attract capable people, I believe that we as professional must lend dignity to our profession by being enthusiastic about it on and off the job.

Not that a person should live and breathe recreation techniques 24 hours a day. A recreator has to know how to close the door of his office and contribute a fair share on his life and talents to his family, church, and community

The recreation profession is competing with other disciplines for qualified people.

The eyes of the recreation movement must be opened to the greater possibilities of tomorrow. We must expand our horizons, stimulate our imagination, wake up our creative powers, in order to make the lives of the people we serve more worth living tomorrow than they were yesterday

This is the greatest contribution the recreator can mak to his fellow man.

signs of the times...

NIRA FIRMS ARE TOPS IN COMMUNICATIONS, TOO. Many of the companies which were awarded top honors in a recent judging by the International Council of Industrial Editors were NIRA-member firms. The awards were given to company editors who had made significant contributions in helping their firms stave off possible employee-management misunderstandings. From time to time copies of the publications cited come into R/M offices, and we agree with their selection for excellence—indicating, we feel, that forward, progressive companies are tops in all fields of employee relations. Publications cited include: Boeing News; Firestone Non-Skid; Lockheed Star; Goodyear News, and The Honeywell World.

HAT KIND OF VACATION IS GOOD FOR YOU. How much and what kind of acation you need depends on what it takes to relax you since vacaions are uniquely individual experiences. Some people unwind quickly, to that a long weekend can do them a lot of good, while others don't ven begin to relax for several days. Some people can't unwind no atter how long they're away from the office. They become more unomfortable the longer they're away. Some executives can relax by ttending meetings of their professional or business groups or simply taying at home. The measure of a successful vacation is whether ou have been able to forget the office and your business problems.

HERE'S TRAVEL VIA GREEN STAMPS. Avid Green Stamp collectors in search of a novel way to cash them in got a surprise early in May when the Sheraton Corporation and Sperry & Hutchinson announced a unique travel plan via S&H's 35-million circulation Green Stamp catalogues. Outlining planned weekends and complete vacations throughout the U.S., Canada, Hawaii, and Puerto Rico, the plan is for deluxe accommodations, including breakfast in bed and a "surprise" on arrival. The plan is available not only to individuals, but to groups as well.

HOO CHOO ADVISES ON MIDRIFF BATTLE. With more and more firms encuraging their managers and supervisors to exercise in company gyms r at home in order to maintain their health, the comments of a former ollege football great are noteworthy. Charlie "Choo Choo" Justice, ormer All American at the University of North Carolina, now a sucessful businessman thinks national worries about physical fitness re well founded and strongly endorses programs intended to do somehing about it. "Set aside 15 minutes each day for exercises—push ps, bending from the waist—something to give your muscles a real orkout but is not exhausting," Choo Choo advises other businessmen.

23 MILLION-PLUS LICENSES. According to the U.S. Department of the Interior, a total of 23,084,614 fishing licenses, tags, permits, and stamps were issued in 1962 to 19,403,465 anglers legally required to purchase them—compared to a total of some 47 million or more anglers 12 years or older estimated by the U.S. Bureau of the Census to have fished at least once in 1961. The cost of the licenses, etc., amounted to \$54,163,163, up \$1,311,939 or 2.4 per cent over 1961.



After the day's work, a Bierstube .



Some NIRA brass at annual meeting . . .



NIRA's active exhibitors

A Most Successful Conference

The Minnesota Conference of the National Industrial Recreation Association, which many have called "one of NIRA's best," was a conference of "firsts."

Among the highlights of the annual meeting were the first outdoor exhibit, first Saturday tour, first retirement seminar, first president's reception, first CIRA breakfast, and first wives awards luncheon.

Approximately 250 registered delegates from all parts of the country, from companies large and small, attended—many of them with their wives in tow. In the exhibitors' hall at the Pick-Nicollet were more than 50 recreation industry stalwarts, displaying—and selling—the latest in services and products for industrial recreators.

Tours. A maximum number of conferees got the chance at Minneapolis to see how two aggressive Upper Midwest firms are tackling their employee recreation problems. Delegates visited the Minnesota Mining and Manufacturing and Minneapolis-Honeywell recreation areas. At the 3M industrial park, delegates saw many acres of picnic, playground, and outdoor sports facilities, were treated to a buffet luncheon, and witnessed a sports car rally. At the Honeywell area, 465 acres with a beautiful lake in the center, delegates engaged in spirited rod-gun-bow competition. On the last day of the conference, the Minneapolis Park Bureau swung wide its gates for the scrutiny of the delegates.

Speakers. The 1963 conference roster contained the names of a number of fine speakers, who because of the variety of their professional and personal experience hopefully gave new perspectives and enriched the knowledge of the delegates. Speakers like—

—Etta Saloshin, Ph.D., professor of social work at the University of Minnesota, who fled Nazism in the 1940s to pursue knowledge in the U.S.

-Robert Peterson, genial columnist whose research for King Features Syndicate's "Life Begins at Forty" has led him to some amazing stories of people who made their impact or humanity at advanced ages.

—Stanley J. Wenberg, vice president of the University of Minnesota, who returned from combat in Europe with a Bronze Star and Combat Infantry Badge and devoted him self into university administration work and the training of the young.

—Fred Canaday, who as General Motors' director of recreation oversees one of the nation's largest and most significant industrial recreation complexes and who won high praise this year for the manner in which he administered the First Annual NIRA Bridge Tournament.

—Lyle H. Fisher, who is proof that organized sports can form the foundation on which to build a career. He took degree at Northwestern's business school, was one of NU' top basketball players during the 1930s, now a vice presiden at 3M.

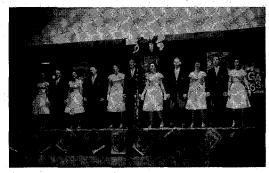
—Gertrude Enelow, once a near-hopeless cripple, wh fought her way back to health through a series of exercise she developed herself, later wrote a book about her experences and founded a school of body dynamics in Chicago.

—Reverend Bob Richards, who told delegates he traine "till he hurt . . . pained . . was in agony" as a young man—10,000 hours in all—in order to capture the Olympic pol vault crown for the U. S. and who now directs the Wheatic Sports Federation. (One well-heeled conference attendar was so moved by the dynamism, power, and inspiration qualities of Richard's talk that she reportedly offered t stake him to a nation-wide speaking tour of high schools.)

—Jerry O'Keefe, who as Bruswick Corporation's top biliard executive, is witnessing an upsurge in the popularity of that game in industry, and who introduced 15-time worlbilliard champion, Willie Mosconi, to the delegates.

Buying Show. Most of NIRA exhibitors indicated the 1963 was their most successful year at a National Confe

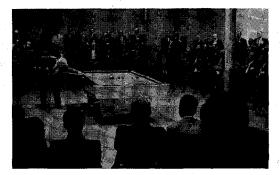




Top Conference show-3M singers . . .



Bob Richards speaking . . .



Billiard Champ Mosconi and fans . .

ence. As the association's conferences grow larger and as more delegates realize the variety of goods and facilities that are available to them there, it is NIRA's hope that they will consider it a chance to attend a once-a-year "buying show" as well as a once-a-year brainstorming session.

NIRA's special thanks to Mr. James Nevin, of Griswold Vending Co., for serving as the exhibitors' representatives in the planning stages of the conference.

Scholarship. One of the highlights of the conference was the manner in which the scholarship fund was advanced by the delegates. When NIRA Research Director Gordon Starr donned beard and dark glasses and led a St. Bernard through the crowds of delegates at the Bierstude, the conferees responded generously. Long after the conference, contributions to the fund are still pouring in from company recreation associations, community industrial recreation associations, community industrial recreation associations, and private individuals. Truly, the NIRA Scholarship Fund demonstrated that it was a popular success, assuring with ease that this year's winner, Carol Ann Peterson, who attends the University of Illinois, will have funds to complete her education.

Awards. Each year the Helms Award attracts major attention among NIRA-member companies. At the awards luncheon at Minneapolis, five of the nation's most employeeminded companies received Helms awards. Highest honor went to Goodyear Tire & Rubber Co., Akron, O., as the outstanding company of the year in industrial recreation. Other companies who won awards were Flick-Reedy Corp., Bensenville, Ill.; Faultless Rubber Co., Ashland, O.; Salt River Project, Phoenix, Ariz., and IBM Corp., Endicott, N. Y. (Elsewhere in this issue, R/M profiles Goodyear. Look for reports on the other Helms Award winners in succeeding issues.)

The National Rifle Association, which yearly sponsors competitive events for industry's shooters, handed out its 1963 awards to Ford Motor Co., IBM Corp., and Lockheed-Georgia Co. (See report elsewhere in this issue.)



The NIRA gavel passes from Mitchell (left) to Dowswell administration.

In 1949, when Wally Dowswell first presented Motorola's top management with his recommendations for a full-time employee recreation department, he thought he was creating a position that was entirely new in industry.

Fact is, it was a national, rather than a Motorola, movement which was going on at the time. Hundreds of volunteers who handled arrangements for employee recreation on their own or company time, were getting the same idea.

As Motorola's first and only recreation director, Wally saw activities within the company grow at the same dynamic rate that the company was experiencing in the business world. At present, 57,000 Motorolans and their family members participate in Wally's programs.

Wally oversees the recreation programs of his company's out-of-state plants—in Arizona, California, Minnesota, and New York—as well as the Chicago and downstate-Illinois units.

As family-centered employee programs go, Wally's recreation agenda ranks high, with an average 4.9 participants for every employee.

Wally first became interested in NIRA in 1950, when he was invited to attend one of the association's conferences in Milwaukee. He was elected to his first NIRA office in 1956, while serving as chairman for the association's conference in Chicago.

His eight years on the board of directors and attendance at 13 consecutive conferences have made him a particularly well-qualified contender for NIRA's top office.

Those who know his work predict that NIRA will chalk up one of its most successful years in 1963-64.

"With all the good will and help my friends in the association have been pledging me since my election," Wally notes simply, "how can I miss?"



An established American firm—Goodyear of Akron—long a proponent of vigorous recreation for its employees, walked off with top honors in the spirited 1963 Helms competition.

The awards presentation at Minneapolis: (L to R) Tom Croft, General Dynamics, 1961 Helms winner; Newton West, Helms representative; Bob Richards, Wheaties Sports Federation; Chuck Bloedorn, Goodyear, and Russell Hansen, Goodyear.



Recreation on a Grand American Scale

The moment was long awaited—a highpoint in NIRA's well-stocked catalogue of competitive events—the awarding of the association's 1963 Helms Athletic Foundation Industrial Recreation Award.

At NIRA's Minneapolis Conference, as approximately 250 hushed delegates listened to the award citation, Newton West, Helms Bakeries' representative, read off the winning firm's impressive list of recreation accomplishments.

He cited the company's overall contribution in 1962 to the scope and image of industrial recreation, and made passing reference to the outstanding role the company had played in employee recreation for more than a half century.

"Here indeed," West said, "is recreation on a great, grand American scale—congratulations to The Goodyear Tire & Rubber Co., of Akron, O."

It was a happy day for veteran recreation director, Charles Bloedorn, a longtime NIRA member, presently serving on the association's board. Bloedorn is also president of the Midwest Industrial Basketball League, a member of the U. S. Olympic Basketball Committee, Summit County Hall of Fame Committee, and Akron Touchdown Club Executive Committee.

Outstanding company recreation programs are not the

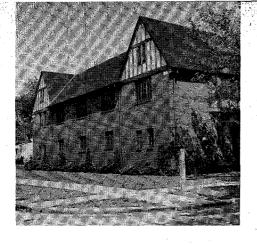
exception in Akron. Goodyear is one of four tire and rubber firms in the mightiest rubber manufacturing city of them all. The others firms—NIRA Members Firestone, General Tire, and B. F. Goodrich—are all companies with a profound interest in employee recreation.

In a city of fine industrial activities programs, Goodyear in 1962 excelled.

One of the stated aims of the company has always been to keep employees in the best physical condition. Topping the list of organized sports activities intended to accomplish that end are the firm's bowling (127,215 lines in 1962), golf (11,600 rounds), and basketball (7,200 yearly participants) programs.

The company has approximately 29,000 members in its 40-odd recreation clubs. One of the largest is the hunting and fishing group which has more than 5,000 members. Each year this club sponsors a sportsman show which last year attracted 17,000 visitors.

The Goodyear employee picnic dates to 1898, the year the company was incorporated. Ten people attended. Today the number of picnickers is so large—79,000—that the event has to be held on two separate dates. Goodyear's Christmas party, with better than 63,000 attending yearly, has to be

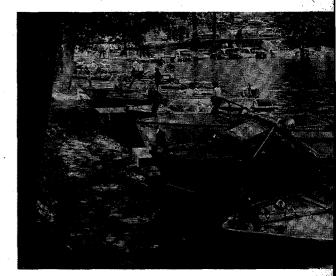


The Goodyear Explorer and Scout Lodge in Akron. Company is world's largest industrial sponsor of scouting.



Above: More than 63,000 Goodyear employees attend the company Christmas party yearly. Top right: On the company's 18 bowling lanes employees rolled better than 125,000 lines in 1962. Lane manager, Ray Detrick, also heads up National Industrial Golf Tournament staff. Right: Some of the boats owned by members of the company yacht club rest at dockside.





scheduled for two different sessions.

More than 15,000 people attended Goodyear's musical plays, which employees put on in the company's own theatre last year. Akron people love the annual treat.

The company is the largest industrial sponsor of scouting in the world. Fourteen of the troups which Goodyear guides reside in Akron, while 36 others are located in other parts of the U.S. and foreign countries.

More than 30,000 toys and bags were given away to needy children 12 years of age or younger, under supervision of the recreation department.

So adept at handling recreation problems have the Goodyear recreators become over the years that the company is able to serve as advisory counsel to 56 other manufacturing plants all over the U.S., helping them with budget and policy problems.

Not all the company's effort is directed toward activities for employees working for the company *now*. During 1962 it increased children's and retiree's recreation activities many fold

Pride and joy of Goodyear is its basketball team, which serves as an inspiration for all company athletes and reaps rich dividends in community and employee goodwill.

In the past year, the basketball team played to approximately 250,000 people, the majority of them Goodyear employees out for an evening rooting for the "home team."

During 1962, the team was selected by the U. S. State-Department and the AAU to make a trip to the Far East, where they visited eight Orient nations in all.

Everywhere the Goodyears went, they carried the American "fitness and competition" message, as they conducted clinics for the scrappy foreign teams—teaching them how to play better basketball.

The tour made lots of friends for the United States—and for Goodyear—most of whom otherwise probably would never have become exposed to the concept of industry-sponsored recreation in the grand American style.

Not everything Goodyear does by way of providing recreation for employees is *big*, however. The company's 340 horseshoe buffs and 216 volleyball enthusiasts have their own leagues and facilities.

In accepting the award for Goodyear—voted the outstanding company for 1962 by a national panel of recreation authorities—Chuck Bloedorn praised the work of his eightman staff, as well as the hundreds of volunteers without whom little progress in industrial recreation could be made.

One NIRA

Conference Goal Is STIRRING NEW IDEAS

NIRA conference is only good if it clears away cobwebs, stirs new ideas, and gets the conferees thinking creatively about his recreation program.

Professional recreators on all levels of experience attended the Minneapolis Conference, and it is our hope that many, if not all, took home new notions with which to enrich the lives of their firms' employees.

The Minneapolis Conference saw an impressive number of individuals taking direct part in discussion during the first day (Sunday) of the meeting. Each added his thoughts on a variety of preassigned topics. Here, greatly abbreviated, are some of the discussions.

New Ideas for Golf Outings. Handicaps, which all panel members deemed essential to their programs, were high on the list of topics. Sharp criticism was leveled at the "unlimited" handicap system, because under it the high-handicap person has little chance to win . . . Prizes, as many as can be afforded, add a decided aura of excitement to golf outings and help golfers do their best . . . Primary aim of golf programs should be to get management to mix with employees and vice-versa.

Bowling. Discussion was hot and heavy on the question of whether the NIRA Bowling Tournament should be open or closed to non-members. Some felt that an "open door" policy would increase participation; others said such a policy wouldn't encourage new members to join NIRA . . . Prizes were said to be insufficient . . . A plan for organizing NIRAsponsored regional tournaments, with winners participating in a national event, was advanced . . . Bowl-a-Trip promotion, where each entrant contributes a small portion of his entry fee toward grand-prize trip for winner and wife (or husband), could spark exceptional participation, most agreed.

Slow-Pitch Softball. One delegate said that slow-pitch was the biggest program at his company for developing family recreation. There's more interest currently at that company than in fast pitch . . . "Slow" is a misnomer, since there's much more action in the new game . . . Pitchers dominate fast pitch . . . Slow-pitch is harder to umpire than fast pitch, however. Hire good officials, so that there's no arguments over decisions.

Women's Activities. Recreation for women in industry has more objectives than just using up time . . . One third of U. S. working force are women . . . Objectives in industry are: cutting absenteeism, building company prestige (internally as well as externally), improving personal development, and increasing the dollars and cents value of benefits program . . . Some top women's activities: square dancing,

crafts, skiing, charm schools, hat styling, speakers, tours, camera, stamp, drama and film clubs, chorus, table tennis and

Music in Industry. Many companies reported great employee interest and much company benefit derived from their music programs . . . Music groups touring hospitals, schools, military bases are good community relations vehicles . . . One delegate said his company sponsors a music festival for industry (scheduled in February because of the lull in the activities calendar) . . . Another said his program, with music activities for all age groups, is entirely community oriented . . . High participation, low budget were advantages his company music program enjoyed, still another said.

Rod & Gun Clubs. Hot and heavy discussion ensued about the effect of target vs. sporting rifles on the NIRA-NRA postal contest competitors. Those who fire sporting rifles get discouraged because top prizes are usually taken by target rifle shooters . . . Encourage a program whereby experienced shooters in the company teach and help the unskilled to shoot better . . . Ways to spark interest in NIRA-AFTMA fishing contest were examined. As simple as having each man from the company who goes fishing take along a buddy, said one . . . (Incidentally, said another, if your club utilizes the same name that the company bears, don't take any action without consulting the company, lest you get into hot water with your public relations people.)

Fitness Programs in Industry. General concensus of those attending the fitness meeting was that Americans should be wearing out more shoe leather, instead of the seats of their pants . . . Fitness program musts—programs should be entertaining as well as helpful; management, as well as employees, should participate; females, as well as males, should be included; some "formalism" is needed in program; it must have management backing, and it must be an everyday program.

The last sectional meeting was a panel discussion on Recreation Areas and Facilities. Panel members gave descriptions of the company's facilities, including Faultless Rubber Co., Ashland O.; Kodak Park Works, Rochester, N. Y.; Carrier Corp., Syracuse N. Y.; Delco-Remy, Anderson, Ind.; Hughes Aircraft Corp., Fullerton, Calif.; General Dynamics/ Astronautics, San Diego, Calif.; North American Aviation, Inc., El Segundo, Calif., and Timken Roller Bearing Co., Canton, O.

R/M will draw on these reports, which were submitted in detail to the panel, during the course of the year. Look for reports on the recreation facilities of these companies in future issues of RECREATION MANAGEMENT.

CONFERENCE (Cont. from page 7)

Prizes. Certainly the most exciting prize awarded to a delegate was the Studebaker Lark Wagonaire, which was aptly dubbed "the Recreation Director's Car for 1963." Delegates in rod, bow, and gun competition at the Honeywell recreation area on the last day of the conference each had a crack at it. Winner of the car was a member of the Theo. Hamm Brewing Co. (St. Paul) Employee Recreation Association. NIRA delegate Warren Wallgren, of Hamm's was entrusted with its care.

In all more than 63 prizes were given to the delegates and a grateful association thanks its faithful exhibitors for adding to the excitement of an already successful conference. Companies which offered prizes were: Adirondak Bats, Brunswick-MacGregor Co., Champion Knitwear, Converse Rubber Co., Hillerich & Bradsby Co., King Louie Bowling Apparel, Northwestern Golf, Rawlings Sporting Goods Co., Shakespeare Co., A. G. Spalding & Bros., Wilson Sporting Goods, Dowst Manufacturing Co., Jarts Co., Tandy Leather Co., Saunders Novelty, New York Convention Bureau, SWISSAIR, Seville Hotel, Sabena Airlines, Trans World Airlines, Lufthansa, Coca-Cola Co., Pepsi-Cola Co., Seven-

Up Co., International Association of Amusement Parks, National Rifle Association, Ideas, Inc., Minneapolis-Honeywell; Griswold Vending, Seeburg Corp., General Dynamics, Minnesota Mining and Manufacturing Co., Porter Athletic Equipment Co., Irish Airlines, Northwest Orient Airlines, Studebaker Corp., and Twyman Films, Inc.

Entertainment. When the day's work was completed the conferees looked forward to an evening of entertainment. The highlight, certainly, was the Sunday Bierstube, for which NIRA is grateful to the Minnesota Beer Wholesalers Association for providing props, Paradise Products, Inc., for hats, mustaches, and other incidentals, and to Minnesota Mining and Manufacturing Co., whose outstanding employee music groups provided the entertainment. Delegates were impressed by this music-in-industry demonstration.

It exhausts the imagination to review the events of the chock-full Minneapolis Conference. But the Cleveland Conference Committee, chaired by Past President Ben Kozman, impressed upon the delegates that the meeting in 1964 will be even more worthwhile.

Watch future issues of R/M for advance conference reports.



NIRA wishes to thank all who helped make the Minneapolis Conference one of the smoothest run to date.

Typical of the comments received on the Conference from new and old friends of NIRA were these:

"Having attended my first NIRA Conference, I want you to know how mpressed I was with the manner in which it was handled. Also from a pusiness standpoint, I know it was worthwhile for TWA." D. E. Midgley, Director of Group Sales, TWA

"We would like to transmit our appreciation for the cooperation we found n all NIRA officers, a fact which reulted in practically the non-existence of problems of any consequence." George Menrath, Sales Development Manager, N. A., Belgian World Airlines

"Let me express my congratulations or the very effective conference that ou have prepared for all NIRA memers, and I hope the association will lway be successful in representing the velfare of the working fellow." Enzo Palmentola, Director, Alpha International

"Jerry O'Keefe, of Brunswick, was ery much impressed with the people who attended the conference and is cerainly going to see to it that the Billiard Division exhibits at your convention ext year. Thanks for the many courtesies shown all of us exhibitors during the convention." Mike Close, Manager, College Equipment Department, Brunswick Corp.

"We were glad to learn from Mr. Orth and Bob Joerg that the NRA shooting trophies were so well received at your convention." F. L. Wyman, Director, Program Division, National Rifle Association

"My first official act upon returning to the office from the 22nd NIRA Conference was to convince management that Xerox Corporation should join NIRA. I am enclosing a completed application for company membership." Dean V. Dannewitz, Xerox Corporation

"It is with great pleasure that the members of the Motorola Recreation Committee enclose a check for \$100 to the NIRA Scholarship fund. We are quite appreciative of the fine work accomplished by the awarding of scholarships to train future leaders in the rapidly expanding field of recreation." Edmund Karr, President, Motorola Recreation Committee

"NIRA is to be commended on its 22nd Annual Conference. . I rate it among the top conferences I have had the pleasure of attending. I also have the privilege of mailing you a check for \$25 to aid NIRA's scholarship Fund—a most deserving cause." Michael J. Brecka, S.R.A. Director, Minneapolis-Moline, Inc.

"Thank you for your letter re Dave Chapin's appointment to your board of directors. . . We are pleased to have this opportunity to take advantage of the experience and guidance of your organization and its members." Edward A. Robie, Vice President and Personnel Director, The Equitable Life Assurance Society of the United States

"My personal thanks for the hospitality extended Ruth Faulkner at the Minneapolis Conference. . . If there was any question in Management's mind about the value we derive from NIRA membership, it was certainly dispelled upon her return from Minnesota." Kenneth J. Leonard, Activities Director, The PERA Club

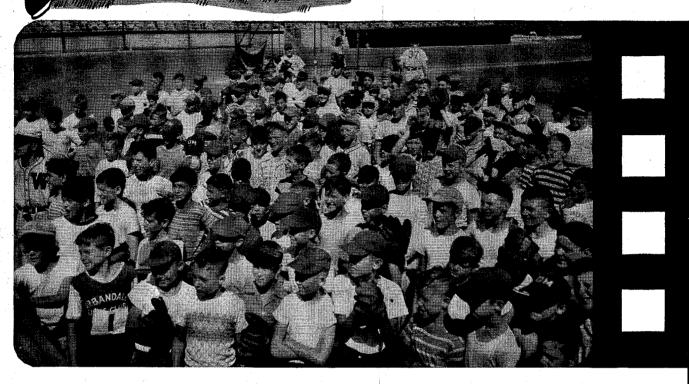
"Just a short note to let you know how pleased and grateful we are that we had the pleasure of serving you at the Pick-Nicollet. I cannot tell you how much it means to us to work with such a well-organized and efficient staff—and the people of your fine association." Paul J. Lemieux, Convention Manager, Pick-Nicollet Hotel.

"Knowing that we will never be able to satisfy everyone, and that all conferences have their pluses and minuses, it is my feeling that this conference was one of the best yet. This, combined with a wonderful city, made a most pleasant trip for me." David Chapin, Director Employee Services, The Equitable Life Assurance Society of the United States.

Some Not-So-Kudos

We like to think of Minneapolis as one of our most successful conferences, but we know not all agree. Therefore we accept our critics' comments in the constructive sense in which we believe they're intended. They often help to tailor future plans.

Helping To Build Physical Education and Recreation



The Athletic Institute's 16mm motion pictures, listed here, are seen annually by more than 30 million people. These films are busy at work promoting and helping to organize sports and recreation on large community levels. You, too, can put these films to work to increase participation in your locality. Ideally suited for school programs, club meetings, and leadership training.

CAREERS IN PHYSICAL EDUCATION

Highlights the most interesting aspects of a career in physical education. Makes a logical case for increased physical education and points out the ever-growing need for trained educators in this field.

CAREERS IN RECREATION

Shows the tremendous need for recreation today and the rapidly increasing demand for trained recreators. Takes you out in the field to show what a young recreator's life is like—his duties, responsibilities, activities.

\$1,000 FOR RECREATION

Any community can build a solid recreation program on a small budget. This film shows how to do it. Offers advice, too, on how service clubs and other community groups can help.

EVALUATING PHYSICAL ABILITIES

This film shows a simple series of performance tests which may be used to evaluate a child's growth in qualities of strength, speed, endurance, coordination, flexibility and agility. Events recommended are based on the child's natural activities—running, throwing, jumping and climbing.

LEADERS FOR LEISURE

Here's a dynamic film that stresses the importance and need for professionally trained leaders to insure the success of a community program. It's a story that every citizen should hear and see.

TOWN AND COUNTRY RECREATION

A power-packed story of the building of recreation programs in rural areas and villages of less than 5,000 population. You see what happens to a sleepy town when a recreation program comes to life, through voluntary leadership.

WIND UP A WINNER

A warm-hearted portrayal of the Volunteer-Coach Leader and his contribution to the moral fibre of young America. Shows how organized programs develop healthy traits of competition, cooperation, and citizenship in youngsters.

Hetic Institute

A NON-PROFIT ORGANIZATION DEVOTED TO THE ADVANCEMEN OF ATHLETICS, <u>RECREATION AND PHYSICAL EDUCATION</u>

For additional information on film contents, rental and purchase, write directly to:

The Athletic Institute,
Merchandise Mart
Room 805
Chicago 54, Illinois



3-Par course.

3-Par May Solve Your Golf Problems

ust five years ago there were only a few more than 100 Par-3 golf courses in the U.S., according to the National Golf Foundation. Today there are nearly 400.

Interestingly enough, most of the reasons why Par-3 has attained its new popularity have special application to industrial recreation, and companies with limited resources might do well to examine them.

According to NGF-

-Crowded conditions on most regulation golf courses discourages many players.

-Shorter playing time required for Par-3 courses permits more golfers to play after work.

-Lighting the courses for play after dark is practical with the smaller Par-3 course.

-The game as played on Par-3 courses is more appealing to women and children.

-The rising cost of land in urbanized areas often prohibits economic operation of regulation-size courses.

One NIRA-member company which is building a Par-3 course for employees is General Electric, Cincinnati, O. The General Electric Employee Athletic Association is handling the details of the construction.

The proposed GEEAA golf course will be situated on "ideal" terrain, gently rolling slopes which challenge the golfer's distance judgment and provide an attractive view.

The course will occupy 65 acres of land for 18-hole golf. (Most Par-3 courses, the Golf Foundation points out, are built on less than 30 acres.)

GE's front nine holes will all be three par, nestled in the hillier half of the course. The back nine feature six

three-par holes and three four-par holes.

Recreation officials at GE point out that the playing time on its new Par-3 course will be two and a half hours, as against four hours on the larger regulation courses in the Cincinnati area.

Par-3 (also called Pony, Pitch-and-Putt, Short Course, and a variety of other descriptive names) is really just a cut-down version of the regulation golf course. There's no essential difference in the way the game is played.

In fact, the only new thing about Par-3 in America is its upsurge in popularity, with a few "short courses" dating to the days of the early British immigrants who learned to play in Scotland.

The short course is not a substitute for the longer, regulation golf course, though its obvious advantages are bound to make further inroads on the popularity of the

Significantly, the short course is also characterized by lower construction costs. Regulation golf courses may cost from \$5,000 to \$10,000 per hole to build, exclusive of land cost and watering system costs; a nine-hole Par-3 course can be built for about \$1,000 to \$2,000 per hole, including tees, fairways, and greens-but exclusive of land, watering and lighting costs.

While a growing number of companies each year are building regulation courses for employee use, many are unable to set aside sufficient funds or find adequate land area conveniently located for regulation golf.

Par-3 courses, within the reach of even smaller companies, may provide the answer.



A Photo Like This Could Win Paris Trip

Entries Roll in for 3rd Employee Photo Contest

An all-expense paid trip to Paris—that's what awaits the winner of the 3rd Annual Employee Photo Contest. Entries are pouring in, but there's still time for your company's amateur photographers to meet the September 15 deadline.

In addition to six nights in the gay city, with greetings and personal assistance from American Express representatives, the prize package includes hotel accommodations, three meals a day at the hotel, service, gratuities, and taxes on meals and accommodations.

Round trip tickets from New York to Paris will be furnished by Lufthansa Airlines, while American Express will sponsor the one-week's tour.

Sponsored by the National Industrial Recreation Association, the contest is designed to help recreation administrators focus attention on their company photo program.

For the director who does the best job of promoting the contest there are valuable photographic merchandise awards, donated by Eastman Kodak—with a high quality camera

NIRA Bridge Tournament Scores Popular Success

Nearly 2,000 enthusiastic bridge players took part in the first NIRA Par Bridge Tournament conducted jointly by NIRA and the Association of American Playing Card Manufacturers on April 27 of this year.

At NIRA's Minneapolis Conference, GMC Recreation Supervisor and NIRA Vice President R. Fred Canaday, won praise for his handling of the event, which was enthusiastically received by industry and won many new friends for NIRA.

Winners of the grand prize, a trip to London and Paris via jet liner were a pair from the Atomic Energy Commission's Brookhaven (Long Island, N. Y.) Laboratories: Leslie L. Lawrence and Sanford Wagner.

Lawrence and Wagner achieved a perfect score of 100 to win over the second place entry from North American Aviation in Columbus, O.—Roy Baldwin and James Conklin, who scored 94 points.

going to the director whose company has the highest percentage of entries received.

Black and white glossy prints only will be considered. They should be 8x10 inches in size. Developing and printing may be done by a photo finisher or by the contestant. No artwork or retouching will be permitted.

Since winning photos have a chance to make the cover of Recreation Management, all entries become the property of NIRA.

The contest is open to any amateur photo enthusiast employed by a NIRA-member company or branch. Entries should be mailed to Employees Photo Contest, National Industrial Recreation Association, 203 N. Wabash Ave., Chicago.

No formal entry forms are required. Contestants need only print their name, address, and a short description or title on the back of the photo. Contestants may submit as many photos as desired, but no one will be eligible for more than one prize. Entries must be postmarked no later than September 15, 1963. Photo must be of some phase of the company recreation program.

*Recreation directors are encouraged to reprint news of NIRA contests in their company magazines.

In third place with 93 points was a husband and wife team, Jay and Gloria Gottesfeld of AVCO Corporation, Wilmington, Mass.

Here are the top pairs, North-South and East-West by region:

	•	
Place	Winners	Company
1st—E-W	Jay Gottesfeld	AVCO
2nd—N-S	Gloria Gottesfeld Dick Conforti Joseph Conforti	Wilmington, Mass. Bird & Sons Mfg. Walpole, Mass.
1st—E-W 2nd—N-S	Roy Baldwin James Conklin Richard Crump	Nationwide Insurance Columbus, Ohio National Security Agey.
2,10	Ted Leahy	Hyattsville, Md.
1st—N-S	Robert Bartlow Roland Nelson	State Farm Ins. Co. Bloomington, Ill.
2nd—E-W	Julian Cohen Mrs. Cohen	General Motors Detroit, Michigan
1st—N-S	Thomas Gagnier William Poole	Martin-Marietta Corp. Orlando, Fla.
2nd—E-W	Charles Bailey James C. Jensen	E. I. Dupont DeNemours Aiken, S. C.
1st—N-S	Herb Allers Julian Phillipy	North Central Life St. Paul, Minn.
	1st—E-W 2nd—N-S 1st—E-W 2nd—N-S 1st—N-S 2nd—E-W 1st—N-S 2nd—E-W	1st—E-W Jay Gottesfeld Gloria Gottesfeld 2nd—N-S Dick Conforti Joseph Conforti 1st—E-W Roy Baldwin James Conklin 2nd—N-S Richard Crump Ted Leahy 1st—N-S Robert Bartlow Roland Nelson 2nd—E-W Julian Cohen Mrs. Cohen 1st—N-S Thomas Gagnier William Poole 2nd—E-W Charles Bailey James C. Jensen 1st—N-S Herb Allers

	2nd—E-W	Lloyd Appleby, Jr. Bradley Spink	AC Spark Plug Milwaukee, Wisc.
VI	1st—E-W	Mel Gans Mathews Rubenstein	General Dynamics Ft. Worth, Texas
	2nd—N-S	A. J. D'Ascenso Henry Weitman	General Dynamics Ft. Worth, Texas
VII	1st—N-S	Robert Hamman Erik Paulsen	North American Aviation Anaheim, California
	2nd—E-W	W. A. Moser Mike Gilbert	North American Aviation Anaheim, California
VIII	1st—E-W	G. O. J. Cooke	GM of Canada, Ltd.
	2nd—N-S	Hugh E. Stephenson Arthur Vaillancourt Sidney Sheridan	Oshawa, Ontario, Can. GM of Canada, Ltd. Oshawa, Ontario, Can.

Each member of the eight top regional pairs received handsome Samsonite "Scanda" folding card table and four matching chairs. They also received attractive silver-plated

Postal Shooting Contest Winners Receive Their Awards

At the NIRA Conference and Exhibit at Minneapolis, one of the highlights of the awards luncheon was the presentation of the beautiful "Paul Revere Bowls" to the winners of the Postal Shooting Matches which NIRA co-sponsors yearly with the National Rifle Association.

Receiving the awards from Franklin L. Orth, executive vice president of NRA, and Bob Joerg III, of NRA's Legislative and Public Affairs Division, were the conference delegates from the companies represented by the winners.

There was a sharp rise in the participation of company

engraved trophies. Runners up in each region also received silver-plated trophies for their performances.

In a special ceremony at the Regency Club in New York City, the winning pair will receive the traveling Charles H. Goren cup, and matching luggage from the American Luggage Works, Warren, Rhode Island.

Because of the good participation, the NIRA Scholarship Fund received \$300 to apply on the 1963 award described elsewhere in this magazine.

Participants were high in their praise of the tricky hands they encountered, prepared by Bill Root, National Tournament Director for the Association of American Card Playing Manufacturers.

As a result of the enthusiastic acceptance of the 1963 tournament, the NIRA Board of Directors has authorized a second tournament, set for Friday, March 13, 1964.

employees in organized shooting, which was reflected in the shooting contest participation figures.

Competing against 274 other entrants in the individual rifle competition. T. W. Wu, of Ford Motor, Detroit, walked off with high honors, including the coveted weekend hunting trip to North Manitou Island, Lake Michigan, later this fall. Ford also took top rifle team honors in the contest.

Earnest A. Arico, IBM, Poughkeepsie, N. Y., won top individual pistol honors, with the IBM pistol team taking high group honors in that category.

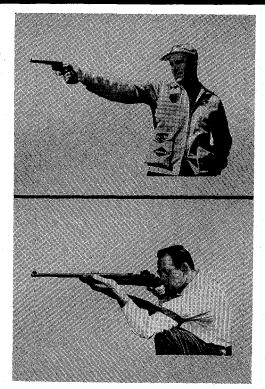
Lockheed-Georgia, Smyrna, Ga., walked off with all CO₂ honors, including individual rifle (C. D. Paris); rifle team; individual pistol (R. C. Stewart), and pistol team.

SHOOTING IS FUN!

For a safe recreational activity both relaxing and challenging, join the 250 Industrial Clubs now conducting shooting leagues and matches. Complete step-by-step information on how to get started with a National Rifle Association shooting program is available by writing to the address below.

You will receive literature explaining how to organize, plan for a range, obtain equipment, certify instructors, initiate programs and issue awards.

Shooting is one of the few sports in which both men and women can participate on an equal basis. Through leagues, tournaments, qualification programs and practice matches, employees can enjoy year 'round shooting fun.



ADDRESS: DEPT. NIRA, CLUB SECTION

NATIONAL RIFLE ASSOCIATION

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RIVINDUSTRY ITEMS

Don Neer Named To Citizens Committee

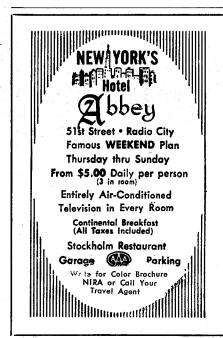
Don Neer, executive director of the National Industrial Recreation Association, has been appointed to the Citizens Committee for the Outdoor Recreation Resources Review Commission Report.

The citizens group was organized as a committee of the American Conservation Association to assist generally in accomplishing the aims and purposes of the Report to the President and the Congress of the Outdoor Recreation Resources Review Commission (ORRRC).

Management of the committee is vested in a board of managers composed of 21 prominent citizens and headed by Laurance S. Rockefeller, honorary chairman, and Joseph W. Penfold, chairman.

Ampex Elects Officers

The following are the new officers of the Ampex Corporation Employees' Club: Richard Snyder, president; Ernie Lindberg, vice president; Chris Ganas, vice president; Virginia Shipley, secretary, and Viola Thiele, treasurer.



Shooters' Club Plays Historic Role at NCR

This year the Dayton Rifle and Revolver Club celebrates its 100th anniversary. Significantly, all officers of the club are employees of National Cash Register Co.

Interestingly enough, NCR has played a key role in the club since the 1880's. In fact early records show that James Ritty, the inventor of the cash register, was a member in good standing.

Further, when the National Manufacturing Co., a predecessor of NCR was formed in 1882, all stock of the company was owned by members of the club

Nation's Top Open Bowling Event Set

The nation's biggest open bowling promotion, according to the Bowling Proprietors' Association of America, has been set for August and September 1963.

General Mills, maker of Wheaties, will assist in the promotion of the event and Bob Richards, former Olympic great and Wheaties' spokesman for health, sports, and exercise will be featured.

BPAA spokesmen said more than 13 million Wheaties packages which are going onto the shelves of grocers during August and September will feature bowling on front and back, with a message from Richards endorsing the sport.

World Fair Trip Is Prize at Delco-Remy

At the Delco-Remy Division, GMC, Anderson, Ind., employees compete for trips to the 1964-65 New York World's Fair through the company's suggestion program.

Separate contests are planned for hourly employees, foremen, and salaried employees.

Hourly employees with the highest total suggestion winnings in the contest period and the foreman with the highest per capita awards among their subordinates will also go to the Fair.

Recreation Month Observance Planned

National Recreation Month, celebra ted during the month of June, is a time to highlight the importance of leisure in America today, according to the Na tional Recreation Association.

In a world in which there is more leisure time for people than ever be fore, the way leisure is used deter mines whether it is to be a burden of a blessing, says NRC.

All civic, corporate, educational labor, and religious groups with an interest in recreation were asked to give emphasis to their recreation programs during the month of June.

Operation 'Waterproof Fourth Grade'

Big news in the swimming pool in dustry this spring, according to Swimming Pool Weekly and the National Safety Council, is the appoint ment of an "Everyone Learn to Swin Committee" to undertake the promotion of a national program called "Operation Waterproof Fourth Grade."

This program calls for teachin every fourth-grade pupil in Americ to swim, as protection against accidental drowning, and it fits closely int the learn-to-swim activities now bein carried on a regional and local basis

Boeing Club Offers SCUBA Classes

The Boeing Employees' Skin Divin Club, the Sea Horses, is offering course for beginners this spring.

The course lasts five weeks, has ir struction facilities for 30 pupils.



Eastman's 910 Adhesive Saves Recreation Dollars

Bob Delius, head of the recreation department of Tennessee Eastman Company, of Kingsport, Tenn., has found his company's 910 Adhesive can prolong the life of broken sporting goods equipment that would otherwise have to be discarded.

The substance made headlines in 1958 when one drop was shown lifting an automobile with four passengers inside.

Delius uses the material to bind together broken softball and baseball bats, billiard cues, and badminton racquetseven the delaminated sections of basketballs.

Billiard Congress Sponsors Boys' Club Tournaments

For the 8th year, the Boys' Clubs of America will sponsor sectional pocket billiard tournaments for the Boys' Clubs throughout the nation.

The program, as well at the Charles C. Peterson billiard tournaments, conducted in individual clubs are sponsored by the Billiard Congress of America.

Kohler Employees Stay Physically Fit

Without having to resort to the 50-mile hike, employees of the Kohler Co., Kohler Wis., all have the opportunity to stay physically fit if they choose.

Kohler employees have been participating for three years in men's and ladies' night fitness programs which consist primarily of gym activities.

Women's activities include badminton, volleyball, basketball, trampoline, and figure exercise.

The Kohler men participate in similar activities.

King Louie International **Expands Home Office**

King Louie International, Inc.. which is the nation's largest manufacturer of bowling apparel, has revealed plans for a 54,000 square-foot headquarters building in a new location in Kansas City.

The new building will house King Louie's executive offices, the national sales department and a warehouse large enough to handle all merchandise sold to the company's more than 7,000 retail dealer accounts throughout the nation.

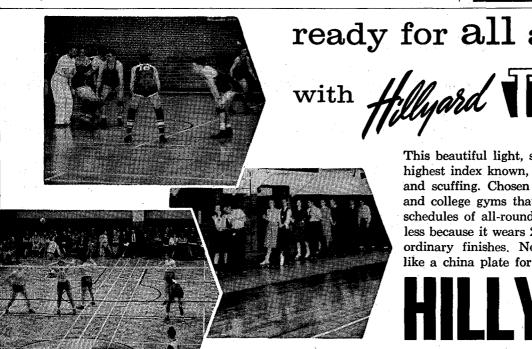


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This beautiful light, smooth finish has the highest index known, of resistance to abrasion and scuffing. Chosen for leading industrial

and college gyms that support heaviest schedules of all-round activity. Actually costs less because it wears 2 to 3 times as long as ordinary finishes. No-glare, non-slip. Cleans like a china plate for easy maintenance.

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Ask the Hillyard
"Maintaineer®" in your area
to draw up a maintenance program for your floor
—also for tips on preparation

NIRA

Editorial Board Combines Newsletter, Idea Clinic into R/M News Section

MINNEAPOLIS, May 18—The editorial board of RECREATION MAN-AGEMENT, alias the board of directors of the National Industrial Association, took steps here today to increase the scope and coverage of your official publication, R/M.

Two changes we think you will like are the combining of the June and July editions to bring you better coverage of NIRA's 22nd annual conference and buying show held recently in Minneapolis, Minn., and the combining of the January-February issues to make possible a special travel edition featuring favorite employee tours.

In addition the NIRA Newsletter-Idea Clinic, edited separately since 1943, will be featured in a new association section of R/M.

Mailing of Association materials, including company programs, rule books, guides, etc., will be sent to you periodically, along with the President's Bulletin.

These changes are intended to effect a compact, one-source news service, to give our advertisers and readers an attractive official publication.



RECREATION ROUNDUP

The Joseph Schlitz Brewing Co. and its employees are sponsoring a giant circus parade in Milwaukee, July 4. Twenty-five genuine ornate wood carved wagons from the Circus World Museum in Baraboo, Wis., will be featured. More than 300 horses from several states are being rounded up to pull the famous wagons. . .

The April all-company dance of the Garrett Corp., Los Angeles, was attended by 4,000 AiResearchers and their wives and friends. It was held in five ballrooms of the Ambassador Hotel. . .

The recreation department of the Greenwood, S. C., Chemstrand plant is trying out a new "insect catcher" for their recreation area. It attracts and traps flying insects from a three mile radius. . .

The flying club of the Georgia Lockheed Employees Recreation Club will celebrate its fourth birthday in July with a fleet of three accident-free planes. . .

Bob Benn, RD for Grumman Aircraft, Bethpage, Long Island, N. Y., announces that the annual membership drive for the Athletic Association set a new high of 12,197, with memberships at \$1...

A new physical culture club was organized at General Dynamics/Astronautics, San Diego, with the addition of a 32-by-60 foot health room to the GAA clubhouse.

To help get the girls golf league organized, RD Jack Philo, Avco, Wilmington, Mass., held noon-hour golf lessons for all interested. Forty-five signed for league play. . .

The Firestone Tire and Rubber Co. (Akron, O.) Camping Club has scheduled six weekend campouts for family groups. . .

A new water ski club has been organized at ARO, Tullahoma, Tenn., with J. E. O'Hare as president. . .

With a cast of 60 and a production staff of over 100 the **Boeing** employees production of *Li'l Abner* played to turn-away crowds at the Seattle Center playhouse.

Bill Small, who averaged 16.9 points per game as captain of the University of Illinois basketball team will join Goodyear shortly after his graduation in July. . .

The National Indoor Bait and Fly Casting Championships at the Chicago Boat Show were won as follows: Sixty-five casters from 13 states and Canada competed. Accuracy Fly Casting—Ed Lanser, St. Louis, Mo.; Accuracy Bait Casting—John Crewdson, Chicago, Ill.; All-Accuracy Championship—Jack Willson, Jr. The 55th National Championships will be held in Nashville, Tenn., at Centennial Park, Aug. 12-17. . .

"What Service Your Pro Can Be To You" was the theme of the 15th annual golf clinic sponsored by the Scovill Mfg. Co. ERA at Waterbury Conn. . .

The North American Aviation Co. Columbus, O., announces an increase of four golf leagues making a total of 16 leagues, 110 teams and 500 golfers playing weekly.

Ken Klingler, Consolidated Vacuum Corp., Rochester, N. Y., reports his most improved bowler of the year in creased his average 22 pins, and tha another bowler established some type of consistency record by bowling 14 weeks without changing his 168 average.

The first General Precision Friend ship bowling tournament was held a Middletown, N. Y., in May for employees from the Link, Kearfott and GPL Divisions of the Aerospace group. The tourney was advertised as another means of fostering closer understanding and fellowship—through sports—between employees of the companies of General Precision.



NIRA'S NEW BOARD. Standing (I to r): Norman H. King, Lockheed Georgia Co.; Miles M. Carter, McLean Trucking Co.; C. J. Hall, General Dynamics Recreation Assn.; Thomas E. Smith, Texas Instruments, Inc.; Charles E. Bloedorn, Goodyear Tire & Rubber Co.; Newton E. West, Helms Bakeries; C. James Moyer, Eastman Kodak Co.; H. J. Charrington, Polymer Corp., Ltd.; Raymond J. Walsh, Eastman Kodak Co.; L. E. Luedke, Milwaukee Gas Light Co. Seated (I to r): Edward T. Mitchell (Immediate Past President), U. S. Steel Corp.; C. W. Hudson, IBM Corporation; Lawrence M. Deal, Inland Manufacturing Division, GMC; Walter Dowswell (New President), Motorola, Inc.; Dick Mitchell, General Dynamics Astronautics; R. Fred Canaday, General Motors Corp.; Martha L. Daniell, Nationwide Insurance Co., and David Chapin, Equitable Life Assurance Society of the United States. Not shown: J. Pullen, Ontario Hydro; Dale Shafer, Delco-Remy Div., GMC, and Arthur L. Conrad, Flick-Reedy

Changes in the Lineup:

McDonnell Aircraft Corp., St. Louis, Mo.: Bert Granville announces the hiring through NIRA's placement service of Charles F. Hafron III as his new assistant.

National Swimming Pool Institute has hired Robert H. Steel as their chief executive. Steel was formerly with the Concrete Masonry Association.

National Safety Council, public safety department, announces that Ralph Kuhli is leaving this summer to take a position as Assistant to the Coordinator of Medical and Health Sciences of the University of California. His replacement will be John P. Fleming of the NSC staff.

R. R. Donnelley and Sons, Chicago announces the appointment of Andrew B. Carlton as director of employees activities. John Crnich, former director has moved to another section of personnel work with the company.

Don R. Elston, Chicago Cub pitcher, handles PR duties during the off season for Danly Machine Specialties Inc., Chicago.

Lee Corbin, former recreation director for Aerojet-General Corp., Sacramento, Calif., has been appointed assistant manager of the company's maintenance division.

A Warm Welcome for New NIRA Members

Twenty three new company members, six associates, three affiliates, four individuals and four city industrial councils have joined the NIRA family since January 1. Welcome one and all.

Company Members

Central Intelligence Agency (B) Charleston Air Force Base (AA) Delco Radio, GMC (C) The Hertz Corp. Social Club (A) Interstate Vending Co. (B) Empire Warehouses Corp. (AA) Bundy Tubing Co. (AA) Sikorsky Club, Inc. (C) General Motors of Canada, Ltd. (D) General Motors Institute, GMC. (AA) Bohn Aluminum & Brass Corp. (AA) Miles Laboratories, Inc. (A) The Mason and Dixon Lines, Inc. (A) San Francisco Naval Shipyard (A) Ethyl Corporation, Detroit, Mich. (AA) The Manufacturers Life Insurance Co.

(A)
Aerojet-General Nucleonics (A)
Consumer Power Employees Club (B)
North Central Insurance Co. (AA)
Caterpillar Tractor Co. (D)
Xerox Corporation (C)
U. S. Instrument Corp. (A)
Consolidated Western Steel (B)

Associate Members

Paradise Products, Inc., El Cerrito, Cal. SWISSAIR, New York, N. Y. Seville Hotel Bowl-a-Trip Corp., Miami Beach, Fla. Carribbean Cruise Lines, Inc., Washington, D. C. Irish International Airlines, New York, N. Y.

Porter Athletic Equipment Co., Schiller Park, Ill.

Affiliate Members

Par Golf Co., Milan, Ill. Japan Airlines, San Francisco, Calif. "King of Fun," Chicago, Ill.

Individual (Non-Industrial)

Ronald T. Daly, Gardenia, Calif. Edward Heath, Albuquerque, N. M. Mrs. Elizabeth M. Shannon, San Bernardino, Calif. William H. Lander, Erie, Pa.

City Industrial Recreation Councils

Grant Park Recreation Association,
Chicago, Ill.
Twin Cities Industrial Recreation
Council, Minneapolis, Minn.
YMCA Industrial Recreation Council of
Greater Bridgeport, Conn.
Denver Industrial Recreation Federation, Denver, Colo.

1963 Employee Summer Tours Swing Into High Gear

Economy Fare to Europe Raised . . . After many of the summer's employee tours have begun, the economy fare round trip, New York to London, will be increased to \$499.70. Before the International Air Transport Association-U. S. Government compromise, the typical economy fare was \$486.

Movies for All... Effective May 22 TWA announced first run movies for all passengers on Trans-Atlantic flights. There will be a \$1 charge for rental of earsets in the economy section.

Albert Pick Hotels and Motels
. . . announces the appointment of
Richard J. Hewitt as Vice PresidentMarketing to coordinate all promotional and sales functions.

EMPLOYEE TRIPS AND TOURS Radio Corp., of America schedules monthly bus trips for 100 or more RCA employees. June 7-9 it was historic Williamsburg, Va.

Union Carbide Nuclear Co., Oak Ridge, Tenn., is working on a charter from Knoxville, Sept. 27, to Europe. Cost \$549.

General Dynamics employees will leave on a two week Mexican tour by air-conditioned train August 16 from Mexicali, Calif. Cost is \$350.

The United Airlines Mainliner Club is planning a 14-day Orient tour starting Sept. 29. Cost is \$483.

AiResearch Employees Club will leave Los Angeles, Sept. 20, for \$895. The Tahiti trip will leave Nov. 1 for \$699. Includes 12 days in Tahiti and three in Hawaii.

R/M Profiles New NIRA Members

Among the new members of NIRA are William Newman, Interstate Vending Co., Chicago; Ralph Stintzeum, Charleston Air Force Base, S. C., and John W. Campbell, The Mason and Dixon Lines, Inc., Kingsport, Tenn.

Newman, national director of personnel services for Interstate has been in charge of labor relations, recruiting,





NEWMAN

CAMPBELL

employee selection, wage and salary administration, and employee relations for the company since 1960 and holds degrees from Westminster College and the Law School of Washington University.

Stintzeum, in his third stint as recreation director for a U. S. Air Force base, has charge of an extensive athletic, social and recreational program and facilities.

Campbell is manager-personnel recruiting for Mason and Dixon Lines, with a degree from the University of Tennessee. He serves as chairman of his company's recreation committee, composed of 14 Mason employees.

Warren Wallgren (left), recreation director and coordinator for the St. Paul Skylanders Club at the Theo. Hamm Brewing Co., receives keys to Studebaker "Wagonaire," top prize for recreation directors at the NIRA Minneapolis Conference. Others in the photo are (I to r) George Paul, Skylanders president; G. S. Orleman, Studebaker zone sales manager, and Charles Ring, Skylanders vice president.



TOURNAMENTS AND COMPETITIONS

The NIRA Board of Directors took the following action affecting NIRA tournament and contest services for 1963-64 at the Minneapolis meeting.

BRIDGE: The 2nd Annual National Industrial Contract Bridge Tournament was approved under the chairmanship of Fred Canaday, GMC, Detroit, Mich. Date of the 1964 contest was set for Friday, March 20. This year 67 companies, 2,000 individuals participated.

HELMS AWARD: The board approved the 6th Annual Helms Athletic Foundation Award, but asked a special committee headed by Art Conrad and Newt West to expand and improve the entry forms, method of entry, and classification.

RIFLE-PISTOL: The board approved the continuance of the NIRA-National Rifle Association postal championships for the 6th year. Committee was appointed to study the addition of a deer trophy contest, shoulder-shoulder regional shoot-offs, and the addition of a small bore division. Denny Wu, Ford Motor Co., 1963 rifle champ, is a repeat winner of deer hunting trip to North Manitou Island, Lake Michigan.

FISHING: 6th Annual National Industrial Postal Fishing Contest was reviewed with deadlines set for the 15th of each of the months of July, August and September. Winner again will receive weekend fishing trip to North Manitou Island.

CAMERA: Deadline for entries in this year's Trip to Europe contest set for September 15 to allow company camera enthusiasts to photograph summertime company recreation activities. Winning photo wins week trip for two to Paris. Runner-up wins Zoomatic Eastman Kodak camera.

BOWLING: 17th National Industrial Bowling Championships relegated to regional contests with possible final playdown. Committee headed by Chuck Bloedorn, Goodyear, to develop details of national industrial postal tournament and Bowl-A-Trip promotion. Cities bidding for 1964 tournament were Rochester, N. Y., Detroit, Mich., and Ashland, O.

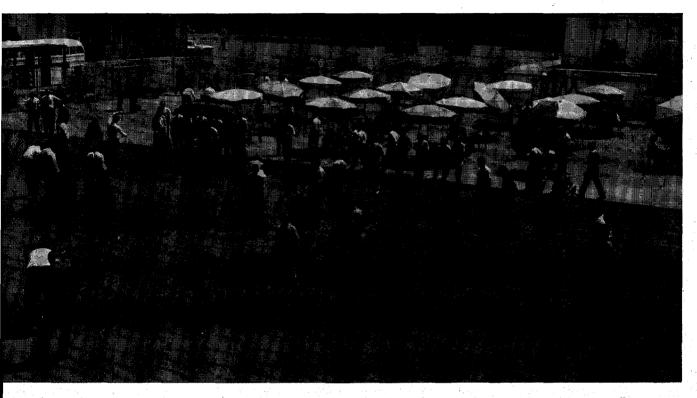
GOLF: Deadline for company team entries in the 18th Annual Midwest Industrial Golf Championships is August 12. The tournament will be held August 17-18, on the Purdue University Golf Courses, Lafayette, Ind. Entry fee: \$20 a team. Entry blanks can be obtained from Ray Detrick, Goodyear Tire & Rubber Co., Akron, O.











Astro Putting Green Is 'Hottest' Lunch-Hour Item

Companies in search of a means to get sedentary workers butdoors for a little sunlight and exercise during the lunch nour would do well to follow the example of General Dynamics/Astronautics, San Diego.

Employees there have the use of a putting green just a ew steps from their desks. The green is part of an outdoor rea adjacent to the plant cafeteria, where employees can Ilso eat their lunches on a large umbrella-covered patio.

The idea for the green came even before the company's new plant was built in San Diego in 1956. Recreation offiials asked for the green (as well as the outdoor dining rea) and offered to build it with volunteer help.

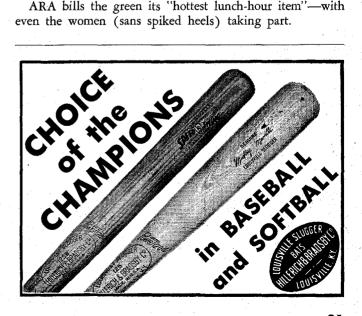
Astronautics Recreation Association golfers were happy o get out and mix soils and help prepare the plot for later ise. They also installed the sprinkler system.

Aerating is a major problem. ARA uses a regular aerating ig from time to time, and a couple of years ago planted bout a million worm "seeds," which when properly vatered hatched out to do the aerating nature's way. After rain, though, birds have a field day.

The green is open Monday, Wednesday, and Friday, since veryday use would pack down the grass too much. Employees pick up a putter and ball at the start of the course nd follow the holes as numbered. The course is varied from day to day by repositioning the tees.

"Everybody uses it," says Bryan Weickersheimmer, an ARA official, "including Astronautics President J. R. Dempsev."

ARA bills the green its "hottest lunch-hour item"—with even the women (sans spiked heels) taking part.



CLASSIFIED

RATES: regular type—15 cents per word; bold face type—25 cents per word, Copy must be received by the 5th of month preceding issue in which ad is desired.

RECREATORS WANTED

Recreation director needed at once for U.S. Government Department, Washington, D.C. College graduate, with broad recreation program experience preferred. Salary, \$6,500 to \$9,500. Self-starter.

BOX #82—RECREATION MANAGEMENT

Assistant recreation director—female, U.S. Government Office Employees association. Recreation skills, typing and office experience. Salary range, \$4,500-\$5,000. BOX #83—RECREATION MANAGEMENT

Good job opportunity for woman in industrial recreation. Must have degree in physical education, be capable typist and pro-ficient in performing various gymnasium and swimming pool duties. Available Sept. 1, 1963. Write Howard Heuston, B-63-A Adams Building, Bartlesville, Okla.

POSITIONS WANTED

Young man with background in coaching and education seeks position in industry as director of recreation. B.S. in physical education and recreation. Single. Age 22. Salary open.

Box #76—RECREATION MANAGEMENT

Desire position in recreation field. Army overseas division for past year as staff sports director. Background includes coaching, physical education and recreation supervision. Also newspaper work. Many athletic skills. Col-

lege degree.
Box #61—RECREATION MANAGEMENT

Man with background in coaching and teaching, as well as industrial recreation desires new position with industry. Age 41. Married. M.S. in Physical Education. Available immediately. Salary open.

Box #81—RECREATION MANAGEMENT

STORE FOR RENT

Store for rent. Perfect for sports equipment or similar. Belmont—Central district. Low rental. Call Chicago: 545-1299, or write Box #82—RECREATION MANAGEMENT

ICE BREAKER

NEW Ice Breaker-Use Personal Name Patches. Any first or nickname. 4" red and white felt shield. Instant stick. Sample 35¢. 3 for \$1.00. American Knitwear & Emblem Mfrs., Dept. RM, Plaistow, N. H.

FILMS & FLOWERS

Your employees will appreciate gardening with Imported Holland-grown Spring-flowering bulbs. For your meetings we have 16mm, multicolored sound films available. Our flowerbulb-gardening experts are giving lectures and will be pleased to arrange a lecture for your organization. Please write for complete information to: Bulbhome Sassenheim Holland Europe.

RIV RECREATION READING

OPPORTUNITIES IN RECREATION AND OUTDOOR EDUCATION/ Jan B. Nash, Universal Publishing and Dis tributing Corp., 800 2nd Ave., Neu York 17. New York. \$1.45

Dr. Nash, executive secretary of the N. Y. Association for Health, Physical Education and Recreation profiles the fast-developing career field for professional recreators, which the increase in national leisure time has created.

HOW TO IMPROVE YOUR TABLE TENNIS / by Si Wasserman. The Athletic Institute, Merchandise Mart Chicago, 50c

The latest in The Athletic Institute's standout series of booklets on popular sports, "How to Improve Your Table Tennis" is complete with scores of photo graphs and diagrams each with a few succinct explanatory words which wil speed you on your way to mastery or this ideal family game.



Displaying the 42 trophies to be awarded win ners of the West Virginia Centennial Slow-Pitc Softball Tournament are: (left to right) Carl Sullivan, executive director of the Centennia Commission; Robert F. Buechner, manager of Kaiser Aluminum's Ravenswood Works; an Maurice L. Eskins, president of the Kaiser Em playees Recreation Association. The softba tournament will be held on weekends from Jun 1 through July 4, near Ravenswood, W. Vo

PAR GOLF MFG. CO., MILAN, ILL.

Golf supplies and equipment for indoor and outdoor Practice Ranges, Miniature Golf Courses, Golf Courses and Par-3 Courses.

Also, wholesale prices on golf balls, bags, clubs, carts and accessories.

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The Bat with the MOST on the BALL

BATS, INC. ADIRONDACK

SNOW SKIS **TOBOGGANS**

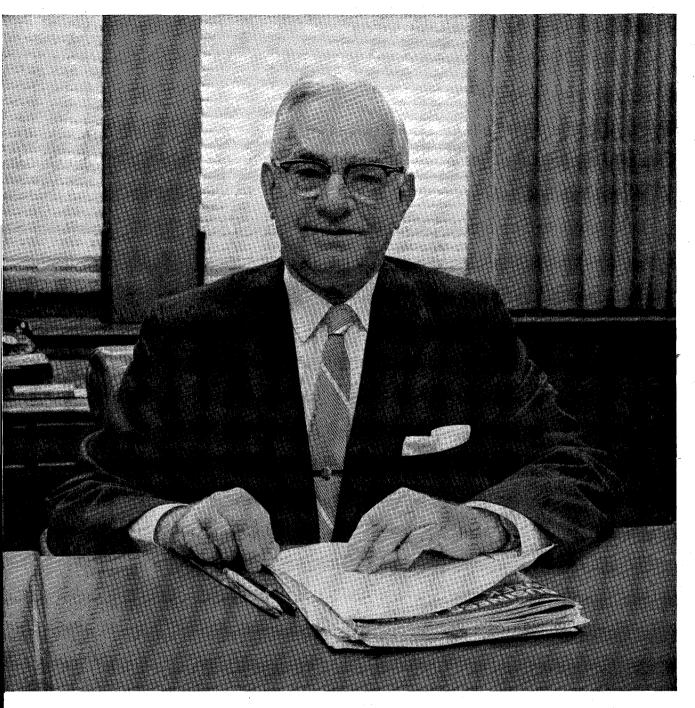
DOLGEVILLE - NEW YORK WATER SKIS **BOWLING PINS**

CROQUET SETS

ADIRONDACK BATS, INC DOLGEVILLE, NEW YORK

NEXT MONTH IN

TENNIS FOR INDUSTRY PROFILE OF IBM'S PROGRAM PLANNING INDUSTRIAL PARKS



"Bowling is one of our most popular, smoothest-running employee activities!"

says W. G. Boswell, V. P. of Industrial Relations, National Cash Register Company, Dayton, Ohio.

"NCR's employee turnover rate is one of the lowest in the industry. We feel that you can buy hand power and head power, but you have to earn heart power. And our comprehensive employee recreation program does this. Bowling ranks as a favorite sport in this program. Of 15,500 employees in our Dayton plant, at least 1,500 take part in 30 company bowling leagues. The program is easy to maintain...at low cost...using regular public lanes."



Get set for the fall league season <u>now</u>. Send for AMF's timely free copy of "Employee Bowling is Good Business." Write Dept. W.



Who makes all these rubber-covered balls for Spalding?

Spalding does, of course.
Sometimes a manufacturer
buys its rubber-covered balls from
another company. Then puts its own
brand name on them.
But every rubber-covered ball that
carries the Spalding trademark is
made by Spalding.
Spalding believes that nobody else

can build the same precision toughness into a ball. So Spalding stands out as the only leading manufacturer of athletic goods who produces its own full line of rubber-covered balls.

That means your players get extra bounces out of Spalding balls—because they're built to take a

beating and keep bouncing back.
Naturally, that extra endurance puts extra bounce in your budget, too.
So next time you buy, ask your dealer for Spalding—the best for your recreation program—best for your budget.

SPALDING SETS THE PACE IN SPORTS

RUBBER-COVERED BASKETBALLS, BASEBALLS, SOFTBALLS, VOLLEYBALLS, SOCCERBALLS, FOOTBALLS.

Recreation Management

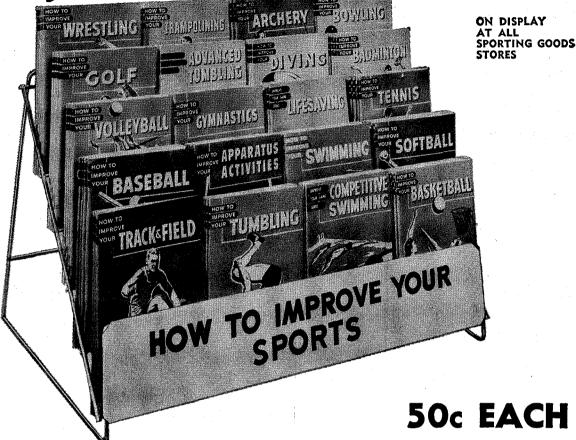
THE NATIONAL MAGAZINE OF RECREATION IN BUSINESS AND INDUSTRY

WE RTURY OF STREET

also in this issue...

IBM's helms-winning program maintaining industrial parks

Sports Manuals



"HOW TO IMPROVE YOUR SPORTS" SERIES

Here are the best instruction books available on all popular sports. Each one designed and written by outstanding experts in each sport — such as Eddie Hickey on basketball, Dick Seibert on baseball, Dave Robertson on swimming, etc. Each booklet contains step-by-step picture demonstrations on how to improve form and skill. Hundreds of actual photographs. Each book is a frame-by-frame reproduction of the slide film.

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Athletic Institute

A NON-PROFIT ORGANIZATION DEVOTED TO THE ADVANCEMENT OF ATHLETICS, RECREATION AND PHYSICAL EDUCATION

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AUGUST 1963

Volume 6, Number 7

This month R/M features a story on industrial tennis. Written by Ada P. Kahn, this report shows evidence of great growth among NIRA companies for "the sport of a lifetime." Special credits to Wilson Sporting Goods Co., one of whose sleek new rackets graces R/M's August cover incognito.



RECREATION HE NATIONAL MAGAZINE OF RECREATION IN BUSINESS AND INDUST

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signs of the times...

NICKEL STILL VENDS SOME THINGS. Contrary to popular belief there are still a few things that a nickel will buy. Twelve vending machines installed at a Massachusetts trout hatchery dispense trout pellets at a nickel a fistful to visitors. The machines were installed as a means of diverting cigarettes, sticks, stones, grass, and other odds and ends that were frequently thrown to the fish.

MOST STILL FLY ALONE. A recent survey by the International Air Transport Association reveals that 48 per cent of air passengers travel alone; 29 per cent travel with one other person; 10 per cent with two or more; five per cent with three others, and eight per cent with four or more others.

BOARD CHAIRMAN TELLS KODAK PARK EPIC. Carl Hallauer, now chairman of the board of Bausch & Lomb Inc., was the first full-time sports director of the Kodak Park Athletic Association. Carl was particularly noted for the way he managed his rough and tumble basketball team, and during the course of a more-spirited-than-usual game in 1917, a general melee broke out in the area of the stands where Kodak's general manager and his pretty wife were sitting. When the melee abided, the manager walked over to Carl in a fit of anger and fired him. Next day Carl dropped around to pick up his final paycheck, and was told that the general manager wanted him to disregard what he had said the previous day. Also, in his envelope Carl found \$20—a \$5-a-week raise over his former salary.

LEISURE AND HEALTH. Medical specialists for the World Health Organization, an agency of the United Nations, put increasing emphasis on the importance of leisure in maintaining good health—physical, mental, and social. The medics define leisure activities as those one does not as work, but as play or amusement. Besides providing a change of pace for those who compete daily in the work-a-day world of business and industry, leisure hours spent in recreation provide a barrier against delinquency for teenagers, protection for housewives against boredom, and rejuvenation against the rigors of old age for senior citizens.

"CURSE" OF LEISURE TIME. According to Donald N. Michael, director of the Peach Research Institute, Washington, D. C., top level managers and professionals of the future will work full time, while the majority of people will face the "curse" of increased leisure time. Michael pegs his prediction to the fact that the need for top talent will continue, while lesser talent will face automation, an increasing supply of young workers, and early retirement programs. A recreation crisis will result because most adults are unoriented for, untrained for, and unexposed to a relatively wide range of leisure-oriented activities.

INDUSTRIAL ATHLETES ARE <u>PUSHOVERS?</u> Research at leading universities recently showed that a man's body-build and disposition toward athletics provides deep insight into his general character and temperment. A secretary, the studies showed, can influence a boss who is the well-proportioned, athletic type. He tends to be the most gullible. Tall and slender type men are more resistant to persuasion and appreciably harder to fool. But the men of short, stocky type builds tend to be the most independent minded, the least gullible, and least susceptible to persuasion.

The following article is a synopsis of a letter which a former NIRA president, Ken Klingler, Consolidated Vacuum Corporation, wrote to the recreation director of one of NIRA's newest member-companies.

Good Counsel for

The New Recreator

In establishing our employee recreation program in 1953, we relied considerably on the services of NIRA, with which I have been associated since 1947. Based on my experience, it goes without saying that my first recommendation would be for your company to consider a membership with NIRA.

In an attempt to help you cut a few corners, I am enclosing reproduced copies of materials we used when organizing our employee association. I do this merely so that you can compare some of our early thinking with that of the working association today.

A copy of our constitution and bylaws are also enclosed, and I have indicated that a number of revisions have been made in it over the years as the association evolved.

The finances of our program are based on anticipated income from membership fees and a company contribution, and until this year we also received vending machine profits.

It is my strong suggestion that you try to obtain vending

profits to sponsor your program.

Each year in January, all members of the association elect new officers and directors. These people (half of the board is elected each year for a two-year term) take office on March 1. By this method we are assured that some experienced people are always retained on the board. The vice president automatically succeeds each year to the office of president.

At the initial meeting of the board, it is their responsibility to establish the year's program and allocate funds to each activity. The amount appropriated is determined on the basis of participation and the money spent in the previous year's program. Following this meeting, the proposed program and budget are submitted in writing by the employee association's president to management, via the director of personnel.

Usually management approves the program as submitted, but if there is any difference of opinion, a meeting is held by the association president, the personnel director, and in my capacity as executive secretary, I will attend, too.

For our size company, we feel that we have an active and successful recreation program which will be of interest not only to golfers, bowlers, and euchre players, but also to those who want to attend a cartoon show, a Christmas party, or a picnic.

In other words, we think that it is important to establish a varied program, which will interest all the people and the members of their families. For example, as a special service to our employees we try whenever possible to hold special theatre nights.

One of the specific services we feature is our "Sunshine Program," through which we recognize milestones which occur in the lives of employees, for example, illness, death, marriage, and birth. Since our company is still reasonably small, we are in a position to continue this phase of the program.

Within the company, the administration of this overall program is handled primarily by the elected association board and officers with some guidance and direction, especially on company policy, by the executive secretary.

Management pursues a hands-off policy with as little paternalism as possible. Because of my years of experience as a full time recreation director, it is possible for me to pass along to our governing body all available information on the planning of their programs. Again, this experience was supported in great measure by a close association with NIRA.

One last point I would like to make is that it is an accepted fact in the recreation field that companies employing 500 to 1,000 should have at least a part time recreation director, and those employing 1,000 or more a full time man.

This is suggested to insure capable leadership and administration of a program which if successfully directed, can insure good employee-employer relations.



... in the long run it is the employee of strong moral fibre, healthy interests and stimulating avocations who contributes more to the management, development, and productivity of any organization...

IBM Recreation's Amazing Growth Rate

IBM recreation director, John E. Hoppes, receives 1963 Helms Award, one of five given at the Minneapolis Conference of NIRA, from Bob Richards, dynamic director of the Wheaties Sports Federation.



Despite a recreation program whose development has been almost as remarkable as the company's corporate growth, IBM finds keeping 13,000 employees busy—and happy—no simple task.

It was in 1937 that International Business Machines cut into the woodlands and fields of an old Endicott (N.Y.) estate it had purchased and began building a nine-hole golf course.

The company felt golf would be an excellent means of extending the recreation center started the year before when a dining room and eight bowling lanes were built in the main building of the newly-purchased estate.

In the quarter of a century since, the ranks of the IBM Endicott Country Club have swelled to more than 30,000 with regular, associate (spouse), junior, and intermediate memberships.

Facilities include 27 holes of golf, four tennis courts, a field house, dining room, coffee shop, 16 bowling lanes with automatic pinspotters, two full-size outdoor swimming pools and a saucer-type wading pool, archery ranges, picnic grounds, and fields for baseball and softball.

IBM's recreation facilities are primarily intended to offer employees and their families healthy and stimulating recreation in a wholesome environment. In many cases, individual families would not be able to afford similar facilities in private clubs.

Company management recognized then, as well as today, that such facilities can play an important role in developing families socially, culturally, and physically.

But it takes more than merely providing the recreational

facilities to satisfy the after-work needs of a large plant community. Employees must have a way to examine and express their own recreational interests. And the widest possible use of the facilities must be made by a high percentage of the employees.

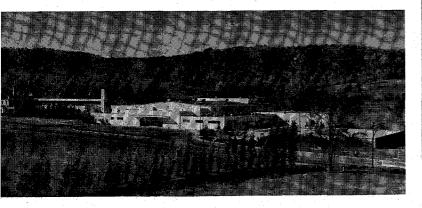
In 1935 IBM set up a Country Club board of directors which was made up initially of elected employee representatives. It is the responsibility of that board to review the activities offered by the club, as well as the requests and comments of the membership.

In the early 1950s, for instance, when Little League baseball began in the area, it was the board who reviewed the requirements and interest of member families. The board's recommendations in the way of playing fields, equipment, coaches, and umpires were submitted to management before being approved.

Three members of the permanent 37-member staff are charged with day-to-day supervision and maintenance of the various activities offered at the club.

One handles golf and bowling, another oversees the remainder of the activities offered, and the third supervises grounds and maintenance. These three members make periodic reports to the board, keeping special tabs on participation figures.

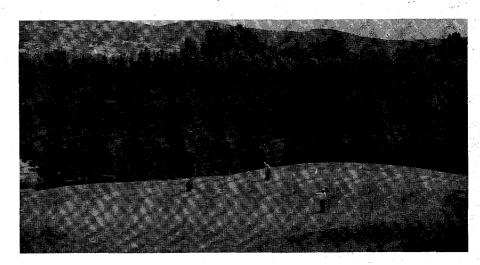
When interest in an activity begins to wane, the staff member concerned will report on it to the board. Several years ago a staff member reported that interest in trap shooting had fallen off considerably. The club was spending more per individual for this activity than for golf or bowling. When this happens with any activity, it demonstrates that there is





Swimming is a tremendously popular activity with youngsters and parents alike at the IBM Endicott Country Club. Two spacious pools and a wading pool serve 60,000 IBMers each summer.

Above: IBM's Employee Country
Club at Endicott, N.Y., is situated in
rolling hills—a perfect setting
(right) for the firm's two employee
golf courses (nine and 18 holes)
and the more than 40 different
activities which serve nearly 13,000
employees and their wives
and children.



either very little interest on the part of club members or too little publicity.

One thing is obvious. The club cannot afford to subsidize the enthusiasms of a mere handful of individuals. In the case of trap shooting, some new ground rules, as well as increased publicity, brought the amount of participation in line with expenses.

Obviously, if a small segment of the membership is using a significant portion of the annual budget, the club would be failing in its primary function—to provide recreation for all members. Thus every activity must come under constant scrutiny.

New activities are constantly under investigation. As a result of one review, a physical fitness program was begun, with some 150 IBM employees taking part in a twice-weekly men's fitness class.

The permanent staff of the club exercises a certain amount of control and direction in the club's operation. Since the board is comprised of employees who spend a full day on their regular jobs, it doesn't always have the opportunity to see the club in its day-to-day operations. So the staff often advises the board of areas deserving their attention and reviews the suggestions of the board.

To make the widest possible use of the club facilities is an important part of board supervision. In many phases of club operation, facilities will not be used to a wide extent unless groups are encouraged to organize.

This is true, for example, of the swimming program or for weekend golf. Experiments have shown that the golf course is much more widely used if after-work leagues are organized to encourage individuals to play immediately after work. The middle-of-the-week competition provides an interesting stimulus both physically and mentally.

After-work bowling leagues claim 1,500 men, women, and children members of the club. Again it is the physical outlet and the competitive challenge of bowling which attracts the large number of employees.

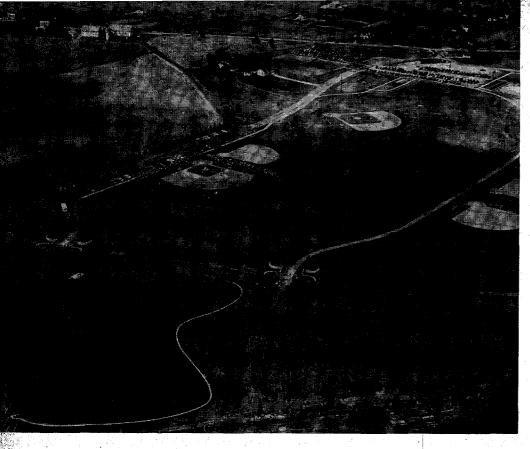
Organized participation has its practical aspects. Most significantly, it means that the staff is able to schedule use of the facilities on a fairly equitable basis.

Almost every activity requires annual stimulation. Some participants lose interest. Others will replace them only if they hear about the activity when they are "disposed" to participate.

The club facilities permit a wide range of cultural and social activities. In the club's field house are classrooms where members can learn bridge, dramatics, art, and photography.

In addition to sports, the gymnasium part of the field house provides room for dinners, dances, concerts, plays, and movies. To have these activities run smoothly without conflicting with other plans requires a master schedule. Rooms and other facilities must be posted on club bulletin boards to prevent conflicts and an endless number of questions at the club office.

Though only those connected with this electronics giant may use the park, with some 23,000 family members and their guests making a total of more than one million visits there yearly, the IBM Endicott Country Club would make everybody's "blue chip" list of popular American recreation spots.



Aerial photograph gives partial view of the Timken Company's Recreation Park, near Canton, O. Water pond is used for fishing, and for casting exhibitions; tennis courts, playground, and parking area are at upper right, and some of the ball diamonds are visible. **Below:** Maintenance crew beginning early spring refurbishing of park's picnic tables.



Good Planning Is Timken's Answer to Park Maintenance

With the advice of professional planners Timken's Recreation officials laid out an employee park, where many potential operating problems were solved before they had a chance to develop.

verall planning is important in the development of an industrial recreation park. The cost of hiring professional help is more than compensated for by the benefits of proper preparation.

Good pre-planning can eliminate many operating and maintenance problems, for example space and overcrowding. Safety can be built into the park as well as into its equipment.

The Timken Roller Bearing Company's Recreation Park near Canton, O., was designed with the aid of professional planners.

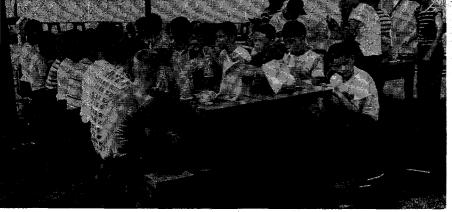
With their advice, recreation equipment was placed in areas convenient to visitors. Play areas were located so that activity would not be concentrated in small areas. Thus, the baseball diamonds do not interfere with picnic areas; and the children's playground is separate from adult recreation areas.

Planners advised Timken on the type of equipment needed and estimated the amount of care and cleaning required, both for the equipment and for the grounds. Above all, the park was designed with the visitor's safety in mind.

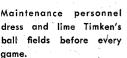
New trees, grass, and shrubs were arranged for ease of trimming as well as for beauty. Planners were careful, however, to preserve what nature had already provided in the way of trees and water. Proper drainage for ball diamonds was designed into the park, and a sprinkler system was among the recommendations.

For ease of maintenance, a tough combination of sand and clay was used for the base paths. The planners advised on the need to work the ball fields constantly to keep them level. Timken's fields today are dressed and limed before each game.

In anticipation of the uses to which the park would be put, the number of employees and their ages were carefully studied. Surveys were conducted to determine employee in-



Timken uses park for summer day camp program for employee's children. To supervise children's baseball, softball, basketball, and volleyball experienced officials are hired. **Right:** Gang mower is used to trim large open tracts of Timken's park.







terests. Timken's goal was to provide activities and facilities which would appeal to every member of the firm.

Results of the survey indicated how much equipment would be needed. It also revealed sufficient interest in a number of specialized activities to provide facilities for them. One of these was fishing for children.

The park has a natural water source. A pond was constructed after thorough study of size requirements relative to the interest in fishing. Today the pond is also used by the Timken Sportsman's Club for casting contests.

Once the park was opened, planning became the responsibility of a full-time staff, with the help of a special employee advisory committee.

Three full-time professionals, trained in recreation, are in charge of activities. They are responsible for baseball teams and leagues. They supervise tryouts for Timkensponsored teams and operate a summer day camp for children of employees.

The staff also supervises playground activity at the park. In the summer, seven physical education experts, for coaching and other assignments are needed.

A four-man, year-round maintenance crew is responsible for upkeep of grounds and equipment. Four additional employees are hired in summer months. A jeep, dump truck, two tractors, gang mowers, power mowers and a variety of hand tools are required to keep the park in shape.

Volunteer help is also important to park operation. An advisory committee—nine employees whose service rotates—assists the full-time staff. Each year three committee members are replaced. They review the problems of park operation and are kept aware of changes in employee recreation interests.

Volunteers also serve as coaches and managers of all company baseball teams, ranging from Little League to the City Industrial League.

Officials for baseball, softball, basketball, and volleyball games are hired.

For children in the summer day camp program, age level was established at nine through twelve. This was done from the standpoint of interest, as well as safety.

When youngsters attend camp too many years, they begin to lose interest. Since the outing includes a trip through the plants to visit parents, children below the age of nine are eliminated because they are greater safety risks.

Day camp is one of the park's most popular activities. Last year, 14,026 boys and girls attended. The program runs from June through mid-August. Employees are given schedules showing when their youngster should attend camp.

The company maintains recreation parks for employees in four other cities. Only in Canton, however, is a full-time staff on duty. At the other parks, men are designated to serve as recreation directors, but they have additional duties in the plant. Maintenance at these parks is handled by regular maintenance crews.

All Timken Company recreation parks are principally for employees. Guests, however, are permitted in restricted numbers. For picnic reservations, each employee is allowed 15 guests. Last year, 18,301 picnic reservations were made in the course of the spring and summer.

Attendance at the park is not recorded. Score sheets, however, for organized sports and reservation reports are used as a guide for park use. Score sheets for baseball indicate that 700 ball games are currently being played each season.

The high participation in park activities is the best yardstick to the park's success, Timken management feels.

But a successful park operation does not automatically result from the purchase of a plot of ground and an investment in recreation hardware.

It takes time, work, and especially planning.

Finalists in the 1962 all-North American Aviation tennis tournament take a moment out from practice. More than 10,000 played on the courts of NAA's Rocketdyne Division alone last year.



TENNIS

the sport for a lifetime comes of age in industry

by Ada P. Kahn

W ith nearly 7.5 million people in the U. S. playing tennis, no NIRA-represented employee should have trouble finding an opponent within his company these days.

As a sport within industry, tennis has come into its own during the last several years. An amazing new report by the U. S. Lawn Tennis Association reflects a larger percentage increase in expenditures for tennis facilities by industrial firms than for golf, bowling, swimming, and gymnasium sports.

Industrial tennis programs range from elaborately organized tournaments between companies, to unscheduled, no-pressure matches between co-workers. Some companies offer instruction, others do not. Some have their own facilities, while others use public or private courts.

Common to all company-sponsored tennis programs are the zest and enthusiasm which characterizes those attracted to the sport.

Many companies in metropolitan areas participate in industrial tennis leagues. Bausch & Lomb, for example, is a participant in the Rochester Industrial Tennis League. Other members in this men-only league include: Stromberg Carlson, Delco Appliance Division of GMC, General Dynamics/Electronics, Rochester Products, Kodak Park, Kodak Office, A. & O. Division of Eastman Kodak, and the University of Rochester faculty. All groups except the professors are NIRA members. Matches are played on the university's courts for which the league pays a maintenance fee.

The annual charge to each participating company in the Rochester league is \$85 for six-man teams and \$75 for four-man teams. The smaller teams are awarded more points for their victories, and conversely lose more points when they are defeated.

The league is operated by officers elected from the member groups, including a president, secretary, treasurer, banquet chairman, tournament chairman, and grievance committee.

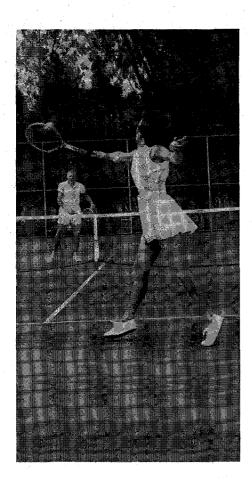
Industrial leagues in Milwaukee, Wis., Columbus, O., and many other cities operate in a similar manner.

Bausch and Lomb also holds a shop tournament each season with about 30 employees participating. Shirts or jerseys are awarded to the top 12 competitors. Ranking is determined by annual competition.

A charge of 25 cents per hour is collected from employees or members of their families who play when league matches are not scheduled. The courts are about 5 miles from each of the plants participating in the league.

Age is no limit at B & L. Teams with participants up to 60 years of age have played tournament tennis there.

Three divisions of North American Aviation have four tennis courts each for employees and their families. The Columbus, O., plant has a 60-member club; the Los Angeles division has two 16-member teams, and a Rocketdyne Division, Canoga Park, Calif., more than 10,000 persons competed on the company courts in 1962 NAA's Autonetics Division, Anaheim, Calif., is scheduled





Tennis facilities (left and above) at NAA/Rocketdyne are located in park which also boasts a swimming pool, archery range, playground, picnic grounds, and ham radio shack—all of which is placed amid attractive landscaping.

to open four new courts this summer.

NAA employees furnish rackets and balls and are not charged for use of the courts, though there is a \$2 dues charge per year for members of the club at Rocketdyne, and a \$1-to-\$3 charge for entry into tournaments. Nominal charges are made for professional instruction.

According to Herbert Hayes, president of NAA's Valley Tennis Club, the Rocketdyne tennis facilities are

among the best anywhere.

Tennis and other recreational facilities at North American's Canoga Park location (including picnic grounds, a swimming pool, wading pool, shower room, archery range, playground, and a radio "ham" shack) are owned by an employee organization known as North American Aid. This organization derives its funds from vending machine concessions operated on company premises and patronized by company employees.

Many industrial tennis clubs are affiliated with the U. S. Lawn Tennis Association, or regional branches of the association. The Motorola Mixed Tennis League, Chicago, for example, was charted by U.S.L.T.A. in 1952, and participates in the activities of the Western Lawn Tennis As-

sociation.

Annual membership fluctuates between 80 and 100 employees. Indoor instruction is held annually at a city park during April and May, and moves outdoors when the weather permits. Matches are scheduled and played between veteran club members and newcomers for ranking

(Continued next page)

Is Tennis Practical for Your Company?

Adequate facilities, whether on company property, or in a city or county park, are requisite for a successful tennis program. Courts of clay, cement, composition, asphalt, grass, or board are acceptable but must be properly laid out with good nets and back-stops, and with the least amount of noise and distraction possible. Showers and dressing facilities are desirable.

Maintenance for asphalt and road top surface courts require little equipment, basically only long-handled brushes and squeegees to sweep water off the courts after a rainfall. The clay and grass surfaces require more equipment. They need marking machinery, a supply of lime, rakes, and a roller.

For tournament play, umpire chairs should be included. All recognized tournaments use these in the semi-finals and finals. Folding chairs for judges should also be provided.

The method of obtaining qualified instructors varies from company to company. If no one within the company is able to teach tennis, frequently pros are called in. Fifty employees at McDonnell Aircraft, St. Louis, for example, are instructed by Earl Bucholz, Sr. At Allis-Chalmers, Milwaukee, the tennis coach from Marquette University instructs employees, with each AC participant paying \$1.50 yearly to help cover the fee.

Companies considering a tennis program for employees should: send out an interest questionnaire, suggests Noble Johnson, supervisor, employee benefits and services, Sandia Corporation, Albuquerque, N. M.

If adequate interest is indicated and facilities are available, as sistance in organizing a tennis club can be obtained from the U. S. Lawn Tennis Association. Among the materials that are supplied free of charge by U.S.L.T.A. is a sample constitution for a tennis club, which sets forth the object of the group, duties of officers, membership information, and various rules.

A list of publications pertaining to tennis can also be obtained from the U.S.L.T.A. Most publications on the list are under \$2, and a collection of them could be a good start toward building a tennis library for your company's enthusiasts. Write U.S.L.T.A. at 120 Broadway, New York 5, N. Y. (Continued from last page)

purposes.

During the last week of May, Motorola players are ranked according to their ability, and teams are selected. Team play starts the first week of June and continues throughout August. A doubles tournament is usually held near the end of the season.

At a banquet in September, trophies are awarded to individual division champions as well as to the league team champs. Motorola's activities are jointly supported by membership fees and fixed annual company subsidy.

One of the newest industrial tennis clubs is at the Martin Company, Orlando, Fla., which conducted its first company tennis tournament last year.

"We feel that the tennis program in its first year," says Bob Numson Jr., recreation staffer for Martin, "has accomplished the purpose for which it was intendedto provide Martin Company employees more varied interests and closer personal relationships in their leisure time."

In Arizona, 20 per cent of the PERA Club's members at Salt River Project, Phoenix, have participated in tennis instruction or competition since its inception four years ago. Instruction is given eight months of the year, by an employee who is expert at the game. Two major tournaments are held annually, in the spring and fall. Balls are provided for tournament play; for instruction, individuals purchase their own. Last year's finals in the fall tournament at Salt River Project were held in conjunction with the annual employee barbecue.

One of the many companies whose tennis facilities are open to employees' families, as well as the community as a whole is Callaway Mills Co., LaGrange, Ga., where the game has been on the recreation roster since 1920. About 200 employees participate and approximately 400 dependents of employees use the courts.

The program consists of instruction, tournaments for various age groups, and informal play. Men, women,

boys, and girls participate in the program.

This summer Callaway will have its 9th Little Stroker's Tournament for youngsters up to 13 years old. They will also hold their 14th annual city-wide championship for ages 14 and up. In addition, they will hold the 12th annual Callaway Invitational Tournament for the adult players within a 50 mile radius of LaGrange.

Callaway's facilities consist of three clay courts and a concrete court. Six modern asphalt base-lighted courts have been constructed and will be available this summer. The courts are maintained by personnel of the Employee Activities Department.

"We have a substantial and continuing interest in tennis and feel that the success of this program can be primarily attributed to the availability of facilities and equipment, sound instruction, and the stimulation provided by our annual tournaments," according to A. C. Kerby Jr., director of employee activities at Callaway.

With the boom in industrial tennis underway at last, it's likely that employees of NIRA-member companies will be serving up aces, charging nets, and smashing wellplaced slams in greater numbers than ever before.



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RV INDUSTRY ITEMS

Recreation School to Be Held at NYU Camp

Eastern Cooperative Recreation School will hold its 23rd annual workshop August 24-September 1, at the New York University Camp near Holmes, N. Y.

The primary concern of the school is with the growth and development of the individual through recreational activities. Classes are offered in arts and crafts, music, dramatics, games and folk dancing.

A major emphasis of the school is on the training of leaders who can use recreational activities creatively in their own situations as volunteer or professional community, school, and hospital staff members.

Hillyard Chemical Announces Expansion

The Hillyard Chemical Co., St. Joseph, Mo., manufacturers of floor treatment and maintenance products announced recently it had purchased a nine story building adjacent to its present headquarters.

The new property, according to President R. B. Hillyard, will be used for shipping and warehouse operations.

Director Gets Gift After 25 Years of Giving

The B. F. Goodrich Recreation Department, which passes out 200 individual and team trophies per year, had the tables turned on it recently.

The BFG Computer Department bascetball team handed a trophy to Charlie Mears, for 25 years the recreation director with the company.

Mears, somewhat surprised that the eam with the lowest league standing should be the one most willing to express gratitude to the recreation department said: "They expressed the real purpose of industrial recreation—to get some exercise and relaxation and to have a good time."

NIRA Pistol Champ To Shoot at Camp Perry

The National Rifle Association announced recently that in addition to the hunting trip which the rifle winner in the 1963 NIRA-NRA postal matches will make to N. Manitou Island this fall, the national pistol winner will be given the chance to take a trip to the 1963 National Pistol Championship at Camp Perry, O., during August.

Ernest A. Arico, an employee of IBM, Poughkeepsie, N. Y., is the 1963 recipient of the awards trip.

Firestone, Pepsi Sponsor Scout Film

A certificate of appreciation from the Boy Scouts of America was presented recently to the Firestone Company for its part in sponsoring a 28-minute color-sound film featuring the Philmont Scout Ranch in Cimarron, N.M.

Two other Scout-minded companies helped sponsor the film, the Pepsi Cola Co. and the Marathon Oil Co.

The film depicts the history and high adventure of the largest boys' camp in the world—127,000 rugged acres of mountains, woods, desert, and lakes.

Phillips 66 Hosts Industrial Music Council

The National Industrial Music Council held its 1963 workshop at Bartlesville, Okla., early this summer.

Hosted by Phillips 66, the attendants participated in numerous music-oriented activities, including concerts by the Phillips 66 and Allen-Bradley music groups.

New Construction Shows Archery Boom Continues

Construction of an indoor, automated archery center was recently begun in Redwood City, Cal.

The \$500,000 facility, the Golden Arrow Archery Lanes, will contain 24 lanes of push-button, automated target returns, a pro shop, nursery, and snack bar.

American Heart Association Joins Anti-Smoking Fight

The American Heart Association has decided to undertake a campaign against the use of tobacco, because of the growing awareness here and abroad of the dangers of smoking to health.

AHA's decision is in response to growing evidence that heavy cigarette smoking contributes to or accelerates the development of heart disease, currently the nation's number one killer.

The association plans to increase the public awareness of the dangers of heavy smoking, and will aim its campaign primarily at younger smokers in whom the habit may not have become irreversibly ingrained.

Earlier decisions to wage war against smoking have been made by the medical associations of many of the states of the U. S.

Canine Replaced By Computers

A retirement party helped ease the sorrow of a St. Bernard dog who had served as company trade mark for a Philadelphia firm. The guests, of course, were predominently canine.

To minimize the trauma of being replaced by a picture of a computer as the new corporate symbol, the dog was given a year's supply of dog food as severance.



NIRA leusletter

NIRA to Hold All Eastern Regions Meeting in Nation's Capital

Plans were announced recently to hold an all-Eastern Regions meeting of the National Industrial Recreation Association in Washington, D.C., on Oct. 31 and Nov. 1-2.

The site for the meeting, which is under the chairmanship of Charles Cunningham, U. S. Department of Agriculture, Washington, will be the Mayflower Hotel in downtown D. C.

The fall meeting of the NIRA board of directors will be held in Washington, instead of Chicago, and present plans are to combine it with the Eastern-Regions meeting.

States covered by the three regions are Florida, Mississippi, Alabama, Georgia, South Carolina, North Carolina, Tennessee, Kentucky, Ohio, Virginia, West Virginia, Maryland, Delaware, Pennsylvania, New York, Connecticut, New Jersey, Rhode Island, Massachusetts, New Hampshire, Vermont and Maine.

An outstanding program is being put together by the D.C. committee, with an impressive array of speakers from various governmental agencies. It will begin with a reception and tour of the National Rifle Association's offices.

Registrations are now being taken by Mr. Cunningham, c/o U.S.D.A. Welfare Association, Department of Agriculture, Washington, D.C.



NIGHT AT HAROLD'S CLUB was recently held by employee members of Miles Athletic Association, which numbers nearly 1,000, using phony money and equipment supplied by Harold's Club.

NEWS FROM IRC

NEW YORK CITY—At the last meeting of the Industrial Recreation Directors Association of New York, Ted Scandurra of Equitable Life was elected president. A program was outlined whereby theatre parties and dinners would be held jointly by member companies. Certain men's shops in New York now offer discounts on men's apparel to employees of IRDA member companies.

SAN DIEGO—Highlights of the most recent meeting of the San Diego Industrial Recreation Council included the announcement of a summer sailing program for member companies; beginning of a 20% discount ticket offering on performances of the Starlight Opera, and the announcement of fall charm classes for employees of member companies.

DETROIT—Recent programs sponsored by the Industrial Recreation Association of Detroit included a presentation at the group's June meeting on the organization and management of employee yacht clubs, and, in July, the 18th Annual Golf Outing of the association, at Glen Oaks Golf Club.

NEW JERSEY—Recent reports reaching this office indicate that many New Jersey companies are now planning the formation of an industrial recreation association in that state.

R/M welcomes reports of interesting new programs being undertaken by affiliated groups throughout the United States.

RECREATION ROUNDUP

The orchestra and chorus of Allis-Chalmers Mfg. Co., Milwaukee, was in concert on July 4 at the Blatz Temple of Music. The performance was scheduled at the invitation of Milwaukee's Fourth of July commission. Other A-C summer concerts for Milwaukeeans are planned.

The camping club of the Norair Division of Northrup Corporation, Hawthorne, Calif., planned an outdoor weekend in the San Bernadino Mountains for all interested employees during June. Camp site chosen was 115 miles from the Northrup plant.

General Dynamics/Fort Worth Recreation Association announces the purchase of the 83-acre tract which it previously leased from the original owners. In the years since 1955, when the original lease was negotiated, the association spent approximately \$350,000 in capital improvements on the park site.

The stamp club of Caterpillar Tractor Co., Peoria, Ill., took a holiday from philatelic pursuits one weekend in June, and brought their families to the club's first picnic.

All bowling members of the Ethyl Corporation's Recreation Association, Baton Rouge, La., enjoyed a barbecue at REA Acres recently. Ethyl's top bowlers for 1962-63 were honored.

Champs in bowling, bridge, chess, checkers, numismatics, and rifle-pistol, at Republic Aviation, Farmingdale, N. Y., were honored at a Sportsorama banquet and evening of fun recently. A similar event is scheduled for October to honor winners of summer sporting events.

Employees of Victor Business Machines Co., Chicago, were treated to a company picnic in mid-June, at Four Lakes recreation park in Lisle, Ill. All employees, their families, plus an additional six guests each were invited.

Women employees of Hughes Air-

craft Company, Los Angeles, as well as all women members of Hughes employees' families are getting the chance this summer to learn how to bowl. Hughes' employee athletic association arranged with a local bowling establishment to give free instructions.

Camera buffs at Lockheed-Georgia's Marietta, Ga., plant, were treated recently to a session in which portrait lighting was the topic for discussion. A well-known Marietta commercial photographer gave the instruction.

Members of the Chance Vought Club, Inc., Dallas, Tex., will soon have at their disposal, a recreation building to be used exclusively as a meeting site for various club activities. Located near the company ball diamonds, the clubhouse is expected to be completed this fall.

Two summer golf tournaments have been arranged for employees of E. I. du Pont's Savannah River Plant at Aiken, S. C. The du Pont golfers will use two non-company-owned courses for the tournaments, one in Aiken, and the other in Augusta, Ga.

Six teams will play a 12-game schedule in a Dayton (O.) Industrial horseshoe league this year. One of the teams is formed of employees of NIRA-member McCall Corporation. A yearly contender in the "barn yard" league, McCall's captain is a national horseshoe contender.

Six full flights of 16-golfers each will contend in the company tournament at Armstrong Cork's Lancaster (Pa). Floor Plant. Matches are scheduled on a mutual-convenience basis, for 18 holes without handicap. Winners receive trophies and cash prizes.

Five Union Carbide-sponsored softball teams gathered at the company's Bound Brook (N.J.) recreation park recently for a round-robin tournament. After a rugged two-game, all-day competition, the "Brookers," home team in the tournament, walked off with top honors.

The Raybestos Foreman's Association recently held its annual benefit softball twin bill with proceeds going to the group's several favorite charitable projects. The tournament featured the firm's "Hawks" against "Brake Liners," in one game and the "Brakettes" versus their intersectional rival in the second. Raybestos is located at Bridgeport, Conn.

The Ford Yacht Club, on the southern tip of Grosse Ile in the Detroit River, will be hosts to an early August regatta for skippers of more than 15 yacht clubs belonging to the Detroit River Yachting Association. A sailboat racing competi-

tion, as well as docking competition for power boats, is planned.

Carp shoots are a new activity of the Kohler Company's archery club. During a recent shoot in the Rock River south of Hornicon, Wis., the archers took more than 250 lbs. of the scavenger fish from the river in a single day.

Most of the 13 leagues run by Ford Motor Company's Detroit (Mich.) recreation office began post season competition in the annual Champion of Champions Softball Tournament in mid-July. In addition to Ford teams, a number of other industrial teams from the Detroit area are permitted to compete each year.

Some 130 employees of Charmin Paper Mills, Inc., Green Bay (Wis.) plant are competing this summer in two company-sponsored golf leagues. Matches are decided by the popular stroke method, and individual play by handicaps in nine hole competition. Both leagues are outfitted this season with dark green shirts, with a gold Charmin emblem over the pocket.

Membership in Crouse-Hinds' Syracuse (N.Y.) Anglers Association reached a new high this summer of more than 300, including 22 retiree members. The number of fishing contest participants is also on the increase there.

The Inland Steel club held its second annual family picnic recently for general office employees who work in downtown Chicago. The event was held at Travelaire Day Camp, Bensonville, Ill. Special features included a clown act and carnival ride to amuse the children.

Two Saturdays of play this summer made up the annual golf outing for General Electric employees from Northern Ohio. The yearly tourney was held at a course near Kent, O. Competitors were treated to picnic lunches. A total of 38 "Blind Bogey" prizes were given out.

General Dynamics/Pamona (Calif.) Highlanders sponsored their second annual Highland Fling in July. Open to the public, the event featured a program of pipe and drum music, Scottish Highland and country dancing, Scottish foods and athletic events.

The Lockheed Employees Recreation Association, Burbank, Calif., now sponsors sixteen Hobby Clubs, affording employees and immediate members a wealth of opportunity to learn, as well as to relax. Clubs presently on active list include Art, Astronomy, Boat, Bridge, Camera, Chess, Choral, Coin, Flying, Gun, Instrumental Music, Radio, Skin Diving, and Sports Car.

The Grumman Gophers, of Beth-

page, N. Y., captured 12 medals, including five first-place awards, at the Connecticut State small-bore championships held recently.

A contingent of campers from North American Aviation, Columbus, O., traveled to Wind Creek Park, Lake Martin, Ala., recently. The NAA campers will be just one of many groups there to attend the National Campers & Hikers Association. NAA Campers built a float especially for a parade which was one of the features of the convention.

The Guide Lamp Square Dance Club, Delco-Remy Division, GMC, Anderson, Ind., celebrated its second anniversary in June with a special party at the company's Killbuck Park. Square dancing is a popular recreational activity at Delco Remy.

The recreation department of North American Aviation, Los Angeles, Calif., announced plans recently to form a club for model electric slot car racing at a contest in their recreation center auditorium. The racing program will feature small scale cars on a flat two-lane oval track.

Ground was broken recently for a new playground for children of employees of Aerojet General, Sacramento, Calif. Grading and selection of playground equipment is now being accomplished.

CHANGES IN THE LINEUP

Robert Baldwin, a graduate student in recreation and administration at Ohio State University and a retired Navy supply officer, is coordinating the summer picnic program at North American Aviation's Columbus, O., location.

Dr. Fred G. Evenden has been named the first full time executive secretary of The Wildlife Society. A professional organization of fish, wildlife, and conservation workers, according to the Wildlife Management Institute.

Richard B. Pryor has been named general supervisor in charge of the personnel activities department of Norair Division, Northrup Corporation, Hawthorne, Calif.

John S. Bowman, executive secretary of the International Association of Amusement Parks has been named chairman of the Congress Program Committee for Public Safety sessions at the 1963 National Safety Congress in Chicago this fall.

EMPLOYEE TRAVEL ACTIVITIES

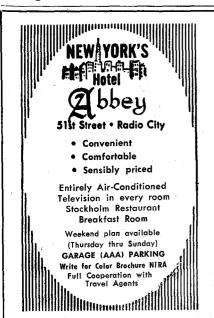
CINCINNATI—The General Electric Employee Athletic Association's 1963 European Tour was jet bound late in June across the Atlantic. Among the countries on the visit list was Switzerland, where the travelers enjoyed an extended stopover at Lucerne. Tour lasted three weeks.

DETROIT—Many "Aloha's" and orchid leis greeted 77 vacationing members of the Ford Employees Recreation Association when they landed in Honolulu recently on a Hawaiian Holiday tour. Other upcoming FERA trips include one to Bermuda and one to Europe in the fall.

BETHPAGE, N. Y.—More than 100 members of Grumman Aircraft's Bethpage Aircraft Tour Club enplaned at New York's International Airport recently off on a tour that included Scandinavia as well as some independent traveling.

SACRAMENTO—An inexpensive trip to Squaw Valley was held for members of the Orbit Fun Club, Aerojet General. Activities on the weekend tour to the site of the 1960 Winter Olympics included swimming, ice skating, golfing, horseback riding, and sightseeing. Maximum total cost of weekend of fun per member: \$20.35.

ANDERSON, IND.—The Delco-Remy Fellowship Club sponsored a weekend of fun in Chicago for its members recently. All lodging in the same hotel, the club members were free to take in current Chicago entertainment offerings.



PASADENA, CALIF.—Travel opportunities for employees of Jet Propulsion Laboratory for 1963 include trips to Las Vegas, Alaska, and Hawaii—all sponsored by JPL's Employee Recreation Club.

REDONDO BEACH, CALIF.—Space Technology Laboratories' employees will be treated to a 19-day trip to Tahiti in August. The travelers will spend eight days in the French Polynesian islands of Tahiti, Bora Bora, and Moorea, and an additional 11 days in Hawaii.

WASHINGTON, D. C.—Employees of the U. S. Department of Agriculture have their choice of two two-week domestic tours this year. One is a motor coach trip through Northern New England and part of Canada, and the other is a jet flight to see the tourist wonders of the West Coast.

WALTHAM, MASS.—Raytheon Company employees in July were treated

to a long distance trip by jet to Hawaii with both Los Angeles and San Francisco included in the tour.

OAKLAND, CALIF.—Employees of the Kaiser Employees Club returned here recently from a tour of Europe via Montreal. The tour was the largest ever for Kaiser, with 145 persons flying via Lufthansa jet. Included in the trip were stopovers in France, Monaco, Italy, England and Switzerland.

DAYTON, O.—The Frigidaire Travel Club, whose members will visit Holland during a European tour in August, offered a sneak preview to Holland, Mich., by bus during May. Basic cost of the trip per person was \$23.50.

AUGUSTA, GA.—du Pont's Operations Recreation Association sponsored four weekend fishing trips to the Gulf of Mexico, off Panama City, Fla., this summer. Approximate basic cost, including transportation and lodging was just \$21.20. Prizes for top catches were offered.

CURRENT NIRA CONTESTS AND COMPETITIONS

Recreation directors are encouraged to reprint information on NIRA tournaments and competitions in their company publications, and to assist employees in submitting applications.

FISHING: 5th Annual National Industrial Postal Fishing Contest is now in its second month. Entries for June and July have been pouring in. Contestants have until August 15 to return entry forms for July catches and until September 15 for August entries. Top prize for national overall winner is a weekend trip to North Manitou Island, fishing and hunting paradise in Lake Michigan.

CAMERA: There's still plenty of time for employees to send in entries for NIRA's 3rd Annual Photo Contest, top prize for which is an all-expense paid trip to Paris for two. Runner-up receives Zoomatic Eastman Kodak Camera. Deadline for entries, depicting some phase of company recreation program, is September 15.

GOLF: Deadline for company team entries in the 18th Annual Midwest Industrial Golf Championships is August 12. The tournament will be held August 17-18, on the Purdue University Golf Courses, Lafayette, Ind. Entry fee: \$20 per team. Blanks can be obtained from Ray Detrick, Goodyear Tire & Rubber Co., Akron, O.

Watch future issues for additional news of NIRA-sponsored contests for member companies—including Bridge, Rifle-Pistol, Bowling, Helms Industrial Recreation Award, and others.

June Fishing Winners

Winners in the first month of competition in the NIRA-AFTMA Postal Fishing Contest were:

—Fresh water. G. A. Forrester, an employee of The Martin Company, Orlando, Fla., whose 14 lb. largemouth bass scored a whopping 629.21 contest points.

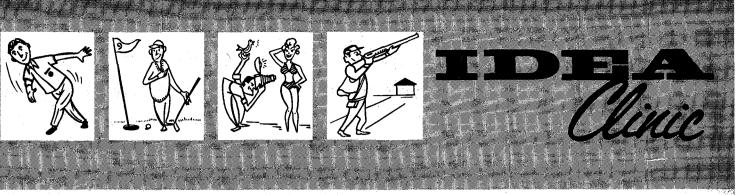
—Salt water. Leander Reynolds, also an employee of The Martin Company, who chalked up 340 contest points with a 48 lb. Atlantic sailfish.

Other top entries in the first month of the contest included: Fresh Water

- -smallmouth bass 6 lbs. 4 ozs.
- -bluegill 12 ozs.
- —catfish 25 lbs. 12 ozs.
- —channel catfish 15 lbs.
- —bullhead catfish 3 lbs. 14 ozs.
- —black crappie 2 lbs. 4 ozs.
- -muskellunge 17 lbs.
- —northern pike 21 lbs. 8 ozs.
- —yellow perch 1 lb. 12 ozs.
- -brook trout 2 lbs. 9 ozs.
- -walleye 6 lbs.

Salt Water

- -bonito 11 lbs.
- -kingfish 10 lbs. 2 ozs.
- —sea trout 1 lbs. 4 ozs.



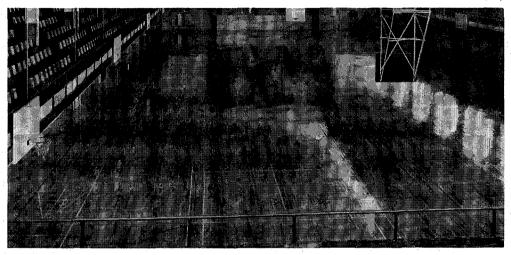


Photo courtesy of Goodyear Tire & Rubber Co.

Keeping Gym Floors in Shape

Editor's note: If you are involved in the care and cleaning of a multiple purpose gym floor at your plant you may find the experience outlined below of value. The article has been edited from a letter which Fred J. Morse, manager of the Tokheim Athletic Association, Fort Wayne, Ind., wrote to Gordon L. Starr, NIRA's director of research, University of Minnesota; and Mr. Starr's reply.

Question: We use our clubhouse gymnasium floor for dances during the basketball season, and our problem is to provide a slick surface for dances that can be easily and quickly removed, making the floor again suitable for basketball.

Heretofore we have used a product—a very satisfactory one—which the manufacturer has decided to discontinue. In desperation we have tried other products, but it has been our experience that most other preparations require the use of gasoline or similar solvents to remove, and the removal is a major chore.

No doubt your gymnasium floor is also used for dances and basketball, and we would appreciate knowing if you have found a satisfactory method for converting your floor from dances to basketball and back again.

Answer: The problem concerning multiple use of hardwood floors for baseketball and dancing is not new, but it is one of real concern when you must try to please both groups.

The more wax you put on, regardless of the make, the more of a problem you will have. Sometime ago we were using a basketball floor here at the University for multiple purposes, as you are, and therefore had to come up with a practical solution.

After considerable experimenting, we were able to solve our problem by using *Shine All*, a product of the Hillyard Chemical Company, St. Joseph, Mo.

The real trick is to find the right proportion to be mixed with sawdust. We used about three fourths of a garbage can full of sawdust mixed with about three-fourths of a gallon of *Shine All*.

The fact is, it will even remove some of the black marks caused by tennis or rubber heels and will leave the floor in better condition than prior to the dance.

We also had a problem of dirt being tracked in at the entrance to the gym floor. This formula mixture aided in keeping dirt off the floor as well. At first we used too much of the mixture on the floor and there was some complaining from the dancers that the mixture bunched up on their feet.

You should experiment with it to find the right consistency for your floor, and I am sure that it will work out.

I might add that there is a variance in the type of sawdust. For example, if it is hardwood you will find that it does not absorb *Shine All* as readily nor mix quite as well.

A final factor to consider: Be sure to sweep your floor immediately following the dance and I am sure it will be in good condition for a basketball game the next day.

CLASSIFIED

RATES: regular type—15 cents per word; bold face type—25 cents per word. Copy bold face type—25 cents per word. Copy must be received by the 5th of month preceding issue in which ad is desired.

RECREATORS WANTED

Recreation director needed at once for U.S. Government Department, Washington, D.C. College graduate, with broad recreation program experience preferred. Salary, \$6,500 to \$9,500. Self-starter.

BOX #82—RECREATION MANAGEMENT

Assistant recreation director—female. U.S. Government Office Employees association. Recreation skills, typing and office experience. Salary range, \$4,500.\$5,000. BOX #83—RECREATION MANAGEMENT

Good job opportunity for woman in industrial recreation. Must have degree in physical education, be capable typist and procai education, he capable typist and pro-ficient in performing various gymnasium and swimming pool duties. Available Sept. 1, 1963. Write Howard Heuston, B-63-A Adams Building, Bartlesville, Okla.

POSITIONS WANTED

Young man with background in coaching and education seeks position in industry as director of recreation. B.S. in physical education and recreation. Single. Age 22. Salary

Box #76—RECREATION MANAGEMENT

POSITIONS WANTED

Man with excellent background seeks position in industry as recreation director or supervisor. B.S. in recreation plus 17 hours graduate work, Married. Age 49. Two children.

Box #71—RECREATION MANAGEMENT

Young man with background and education in recreation seeks position in industry as resort director or recreation director. B.S. in physical education-recreation. Age 24. Married. \$5,000 to \$6,000.

Box #72—RECREATION MANAGEMENT

Seeking position as recreation director or asseeking position as recreation director of assistant with firm. Summer experience with city recreation department. Degree expected in recreation June, 1963. Available immediately thereafter. Single. Age 22. \$5,500. Box #73—RECREATION MANAGEMENT

ICE BREAKER

NEW Ice Breaker-Use Personal Name Patches. Any first or nickname. 4" red and white felt shield. Instant stick. Sample 35¢. 3 for \$1.00. American Knitwear & Emblem Mfrs., Dept. RM, Plaistow, N. H.

FILMS & FLOWERS

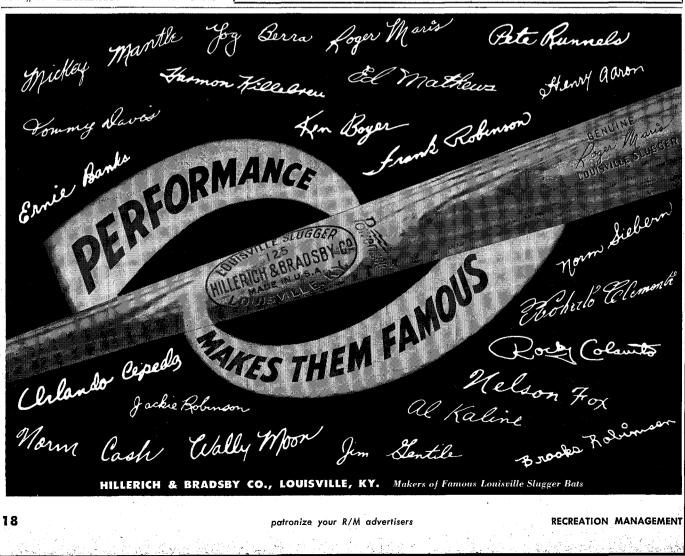
Your employees will appreciate gardening with Imported Holland-grown Spring-flowering bulbs. For your meetings we have 16mm, multicolored sound films available. Our flowerbulb-gardening experts are giving lectures and will be pleased to arrange a lecture for your organization. Please write for complete information to: Bulbhome Sassenheim Holland Europe.

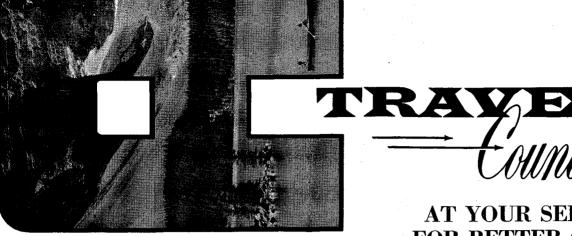
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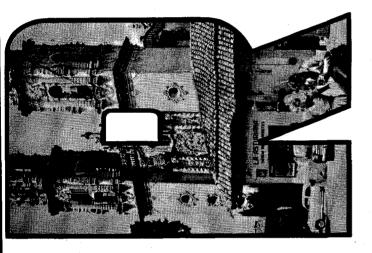
PROFILE OF SALT RIVER PROJECT

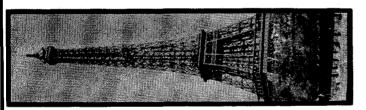
GENERAL DYNAMICS' DYNAMIC VOLUNTEERS

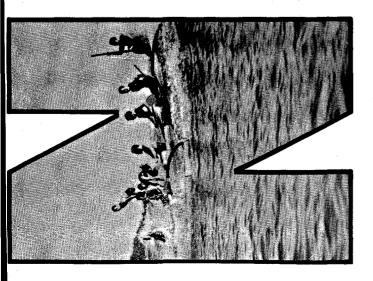
MC DONNELL'S MODEL PLANE CLUB











AT YOUR SERVICE FOR BETTER GROUP TOURS

Ready to assist you in every possible way as you plan your next group travel tour for your employees. For your benefit, NIRA's Travel Council has gathered valuable information, and prepared a number of aids to make travel planning easier.

TRAVEL CLUB AIDS

Consultation service, travel meeting programs, films, speakers, entertainment, promotion.

TRAVEL CHECKLISTS

Essential for successful flight or land tours. Instrumental in evaluating bids.

LET'S TALK TRAVEL

Outlines wisest procedures for planning tours. Tells how to form a travel club, includes model travel club constitution.

TOUR BID FORMS

Provides a convenient method to obtain bids on proposed tours. Filled out by you, it's handled by your Travel Council.

Your Travel Council consists of experienced, travel-wise carriers, tour operators, hotels, and resorts. For valuable assistance in programming your next travel tour, clip the coupon below and send it to the Travel Council.

Room 1518	3, 203 N. Wabash Ave.
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Gentlemen:	
	me your latest information
on travel cl	ubs, tours, regulations.
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Wilson uniforms and basketballs are built for rugged, winning play!

Hundreds of leading basketball teams—industrial, scholastic, amateur and professional—choose Wilson basketball uniforms for their neat appearance, long wear and performance-patterned styling.

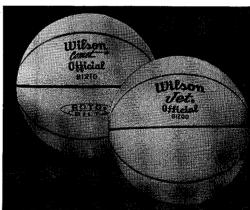
Wilson uniforms are available in a variety of styles in 16 fabrics and 24 colors and are full cut for smooth playing action. The top quality materials stand up under rugged play, retain neat appearance through repeated cleaning or laundering.

See your sporting goods dealer now and order Wilson basketball uniforms and the Wilson Comet or Jet, America's finest quality game basketballs.

PLAY TO WIN WITH

Wilson

Wilson Sporting Goods Co., Chicago (A subsidiary of Wilson & Co., Inc.)

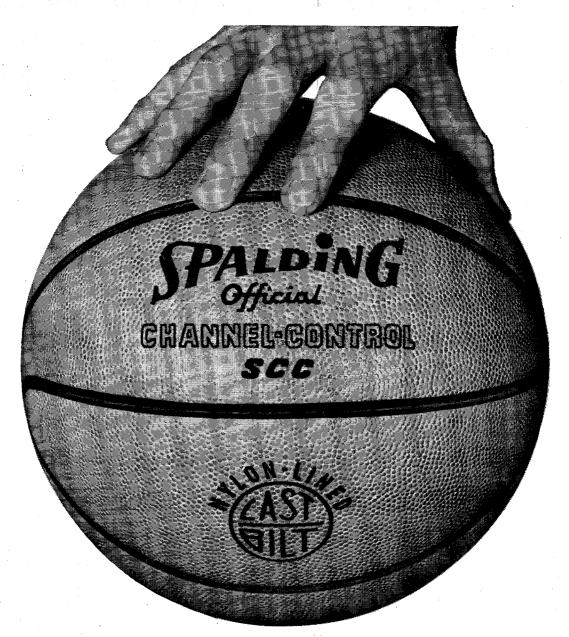


The Wilson Comet features "M" channel seams and Rote Bilt® construction for perfect playability. Selected pebb grain leather. The Wilson Jet® is precision built wit Last-Bilt construction for true balance and roundnesselected pebble grain leather for finger-tip control.

Recreation Management

THE NATIONAL MAGAZINE OF RECREATION IN BUSINESS AND INDUSTRY





New Spalding Wide-Channel Ball is easier to grip

SPALDING'S new Channel Control basketball is built for easier, surer control. Its newly designed wide-channel seams help players' fingertips get a firmer grip on contact.

And these seams are "raised to surface," an exclusive Spalding construction feature. After that, they're slightly grooved. The result is a positive, sensitive gripping edge.

The new Channel Control features Spalding's Grip-Guard finish, too. The tacky feel and deep pebbling are locked in for the life of the ball.

And that's a long life, because it's Last-Bilt by Spalding. The heavy rubber bladder is overlaid with *both* fabric and tough nylon winding.

See for yourself how this new basketball will help your squad's shooting, passing, rebounding. The Channel Control is at your Spalding dealer's now.



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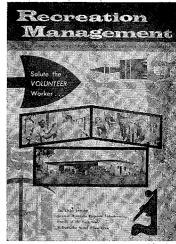
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This month R/M salutes industrial recreation's volunteers, with a story about the amazing growth and development of General Dynamics/Astronautics' employee recreation association.



RECREATION THE NATIONAL MAGAZINE OF RECREATION IN BUSINESS AND INDUSTRIBUTION OF THE NATIONAL MAGAZINE OF THE NATIONAL MA

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signs of the times...

DANGERS FOR DUFFERS. A study of golf accidents has shown that there were more than 18,000 disabling accidents of all types on the links during 1962, compared with 15,000 for 1961. The survey revealed that 10,000 persons were struck by golf balls, and that another nine per cent of the injuries were caused by swinging clubs. Heat prostration felled ten per cent and overexertion disabled seven per cent. Golf cart accidents produced another seven per cent, and the growing popularity of these vehicles and recklessness of their drivers may result in a sharp upturn in golfing mishaps.

IS COMPANY PICNIC ON THE DECLINE? Will the company picnic become a thing of the past? One NIRA-member company to discontinue the event is Nationwide Insurance, Columbus, O. A study of picnic policies there indicated that employees felt obligated to attend the picnics though they disliked them; that picnic planners had trouble pleasing everyone, and that numerous other problems arose. In lieu of the picnic, employees at Nationwide are now given four-and-a-half hours off during one day in December, before Christmas. Meanwhile reports from the majority of NIRA member companies indicate that picnics were never better.

EMPLOYEE IS SAFER AT WORK THAN HOME. In a recent safety study at the Frigidaire Division, General Motors Corp., it was discovered that during the past year only seven disabling injuries occurred to employees on the job, compared with 132 off-the-job disabling injuries in the same period. Further, the on-the-job statistics are equal to fewer than one injury for every 2,000 employees, while off-the-job statistics equal one disabling injury for every 100 employees. The majority of causes of the disablings were auto accidents; among the least significant causes were recreation activities.

FRINGE BENEFITS PER EMPLOYEE. Two years ago in a survey of 1,120 U.S. firms the Chamber of Commerce of the United States found that fringe benefits per employee averaged \$1,254—24.9 per cent of payroll. The average was \$122 higher and 2.1 per cent more of payroll than that recorded during a similar survey in 1959. Among all the companies surveyed, the value of fringe benefits varied widely, ranging from under 8 per cent of payroll to more than 70 per cent.

REELING IN THE PROFITS. Looking for a way to put the company fishing pond on a sound financial basis? The K. G. Brown Co., of Mentone, Ind., just might have the answer for you. They are developers and manufacturers of a novel vending device which dispenses live worms around the clock. The device is thermostatically controlled to keep bait in peak condition till ready for use.

MARRY A LADY SLUGGER? Lady sluggers with Bird & Son, East Waltham, Mass., aren't faring too well this season—as a softball team that is. But as a marriage bureau the team reportedly is working out okay, with a total of four players tying knots as a result of their softball activities this season.

NIRA: A Frank Appraisal Of Present Status and Future Goals

NIRA's president, Walter L. Dowswell, recreation director for Motorola, Inc., Franklin Park, Ill., tells where, in his opinion, the association has been heading since its inception more than two decades ago. He recaps some of the purposes and ideals its founders had in mind, and cites some short- and long-range goals.

ow that most of us are back from our vacations, and are settling down to another year's work, it might be wise to take a look at where we have been—where we are now—where we are going.

In the past two decades, industrial recreation has advanced by leaps and bounds. I can remember when recreation in the industrial field meant perhaps a bowling league, or a softball team, a basketball team, and sometimes picnics and dances.

Most of these activities were operated by the participants themselves, with management's blessings certainly, and perhaps some financial support. Except in a few cases there was no such "animal" as a recreation director or any other member of management directing the recreational activities.

With the realization that recreation could play an important part in management-employee relationships, it became apparent that an organized program was necessary. More and more companies assigned some individual, generally a representative of the personnel department, to operate the recreation program.

At this point industrial recreation took off. Although we continued with the usual athletic activities, we also began to consider recreation on a much broader scale. We began to get into the social and cultural field, catering to the desires of all employees—male, female, young and old.

Now the recreation specialist was needed, someone who could devote his full time to the operation of the program. All the recreation directors at that time were operating independently within their own company, with very little, if any, knowledge of what was transpiring in other companies or in other sections of the country.

Thus NIRA was formed—to promote industrial recreation throughout the country, and to help recreation directors exchange ideas. NIRA has kept step with the growth of recreation within industry; but, the field is becoming broader and more complicated.

Industrial recreation is reaching out to encompass more and more leisure hour activities. Many companies now own and operate their own recreation areas, which gets them involved in the purchase of equipment, the scheduling of activities, the operation of tournaments, parties, handicraft classes, etc.

In fact almost any activity that appeals to the desires of our people becomes a part of a good recreation program. It is becoming more and more difficult for any one recreation director to walk alone. It is almost impossible for any one person to know "all" about the new and various activities a recreation director is expected to direct.

It is apparent to me, and I am sure to you, that, if we as members of NIRA can continue to expand our activities, we must take steps to insure the growth of the association.

You by your vote, have indicated your confidence in me as your leader for the coming year. By expressing that confidence, you have indicated your willingness to help make this coming year successful. You have elected an outstanding board of directors, men who have contributed much to industrial recreation. I can promise you that they will do everything they can to carry out your program. However, they cannot do the job alone. They need your help.

There are three ways in which I believe we can increase the importance of NIRA in the industrial recreation field.

• Get New Members. Everyone of you can be a salesman in your own locality. The present NIRA membership represents only a small percentage of the total potential throughout the country. There are thousands of companies who need our help and who can be helpful to us by joining NIRA. May I ask that each of you sign up at least one member for the coming year.

• Enlarge Recreation Management Magazine. Promote the importance and circulation of Recreation Management by supplying our editor with features about your program. But more important, increase the advertising in R/M. All of us deal with many suppliers of recreation equipment and services. Talk to your suppliers about the advantage of advertising in R/M. Sell them on buying space.

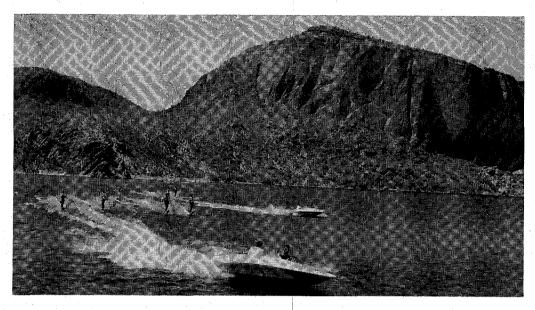
• Increase the NIRA Scholarship Fund. If we, as pioneers in industrial recreation, are to fulfill our responsibilities as leaders, it becomes our job to assist in the training of those leaders who are to follow us. May I ask you to make a real effort to obtain contributions to the scholarship fund. You can ask your management for contributions, or run an event as part of your own recreation program to raise money for the scholarship fund. Some of the members of your board of directors have already done this. Let

These then are the objectives of your 1963-64 board of directors. With your help and active participation, I am sure we can make this year a milestone in the growth of NIRA.

us hear from you.



... industrial recreation—programmed, purposeful, and responsive—can help fill the void of boredom among employees and is truly one of management's great challenges in the coming years.



Pera Club Applies Reclamation

hen pert, trim Ruth Faulkner reported to the podium to receive the coveted Helms Industrial Recreation Award from Bob Richards at the National Industrial Recreation Association's 23rd annual conference in Minneapolis, twelve years of planning and hard work for the employees of the Salt River Project in Phoenix, Ariz., reached fruition.

The Salt River Project's Employee Recreation Association—Pera Club—received the award for Class B (1,000 to 5,000 employees) category members of NIRA. As a member of the Pera Club Board of Directors, Mrs. Faulkner was in Minneapolis to receive the award on behalf of Project employees.

It's no accident that the Pera Club walked away from the conference with the award. Phoenix is considered by many authorities the recreation capital of the Southwest. Outdoor sports there are the year-round rule.

In a setting of bronze desert lands, giant green saguaro cactus, red stone buttes, swaying palms and azure swimming pools, recreation just comes naturally to hard working employees.

Twelve years ago, the 83-acre site of Pera Club was a rocky patch of desert brush and thorny cacti—beautiful in its right, but hardly a place for swimming, dancing, tennis, picnics, or softball.

But in 1951, the Salt River Project's management set aside these scrubby acres for its employees to develop into

a recreation area—seemingly an impossible task.

If Project employees showed considerable skill and knowhow in developing raw desert lands into a lush, oasis-like country club, they also demonstrated considerable purpose in doing so. For Salt River Project was conceived sixty-years ago to perform a similar transformation for the entire Salt River Valley.

In 1903, the Project became the nation's first multipurpose reclamation project, authorized under Teddy Roosevelt's National Reclamation Act of 1902. Its purpose: to combine raw desert lands and precious water resources into a solid foundation for productive and stable agricultural and industrial development.

Today, the Phoenix metropolitan area sports the nation's fastest growing urban and economic growth rate.

Thus it was natural for the Pera Club to develop its 83 acres of cactus and sand into one of the nation's finest industrial recreation areas over a twelve-year span.

All the work, from the land clearing and brush burning to club house and swimming pool construction has been done by employees, who organized themselves into weekend and evening working parties.

Management gave them a big assist by donating trucks, bulldozers, and wheelbarrows—all the equipment necessary to construct a modern two-story club house, complete with cocktail lounge, dining room, auditorium, and banquet





Left: Pera Club water skiers zip across Canyon Lake, one of Salt River Project's six major lakes. Above: Project employees enjoy a little leisurely living on Pera Club property, located in the Valley of the Sun. Upper right: Mrs. Ruth Faulkner, board member of the Pera Club, accepts Helms award at Minneapolis Conference of NIRA from Bob Richards. Right: An action shot taken at Pera Club during recent mixed doubles tournament.



o Recreation

kitchen—and an outdoor recreation park with swimming pool, snack bar, lighted softball field, tennis courts, and putting green.

But Pera Club efforts in the field of industrial recreation aren't confined to its private endeavors alone. In February of this year, Pera Club was host to the first Arizona Industrial Recreation meeting. It was attended by 23 firms and has given a big assist to NIRA membership in the Grand Canyon State.

Seven fulltime and 25 parttime employees coordinate and conduct Pera Club activities. Director of industrial recreation for the Project is young, energetic Ken Leonard, who doubles as state chairman of the Arizona contingent of NIRA.

Each year a Pera Club staff member is chairman of one or more community fund drives, such as United Fund, Community Chest and Red Cross—the latter of which Ken Leonard presently heads up for nearby Tempe, Ariz.

Each year, Pera Club sponsors a Senior Ditch Day program for all Phoenix high schools—a constructive effort to channel adventurous teenagers' energy toward supervised recreation.

The Pera Club also hosts Arizona State University's track banquet and an employee annual beef barbecue, sponsors semi-annual golf tournaments and the Pera Invitational Swim Meet, conducts fall and spring tennis tournaments, provides free swimming and diving lessons to employees' children, holds a July 4 old-fashioned watermelon bust and fireworks show for employees' families, and hosts a semi-annual retired employees homecoming program.

These are just a few of the many activities of the Pera Club. Among its special internal programs are the Rockhound Club, Camera Club, Riding Club, Ceramics Club, Spanish Club, French Club, and Fashion Models Club.

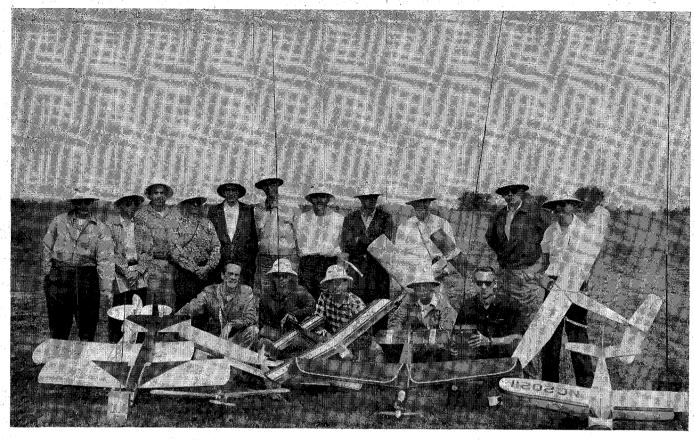
Recreation here is both quantitative and qualitative; community-minded as well as self-serving.

Since the Salt River Project's irrigation and water supply system includes a chain of six lakes and dams which step the descent of two rivers coursing their way out of mountain highlands, water skiing is high on the list of employee activities.

During the winter months, snow skiers make weekend treks into the northern "snow bowl" area of Arizona for thrills and spills.

In accepting the award, Mrs. Faulkner said quite matterof-factly that the Salt River Project's Pera Club is the result of cooperation among employees and assistance from management.

In view of their history and progress, perhaps Pera members have made their own special application of the reclamation principle, and in the process created one of the nation's finest industrial recreation programs.



Members of McDonnell Aircraft Corporation's Model Plane Club line up with their handiwork prior to recent flying competition at Kratz Field, St. Louis, Mo. Each model represents months of painstaking effort on the part of the participants and most of the miniature aircraft contain equipment so sophisticated that the planes can take off and land entirely by remote control. The club is loaded with highly skilled engineers, men trained in aerodynamics, propulsion, electronics, etc.

Top Aero-Space
Talent Finds Leisure
Time Outlet With
McDonnell
Corporation's
Model Plane Club

At McDonnell Aircraft Corporation, a leader in the development of high performance aircraft and in space exploration, one of the most active employee recreation groups is the model plane club.

The McDonnell Radio Control Model Airplane Club was formed in 1957 at the firm's St. Louis headquarters and began with a membership of 19. Today, a scant six years later, the club boasts 40 well-qualified members.

Events and competitions are staged at nearby Kratz Field, a $2\frac{1}{2}$ acre mowed grass area which serves well as a take-off and landing area. The field is leased from the St. Louis Flying Service, though it is presently closed to full-scale aircraft.

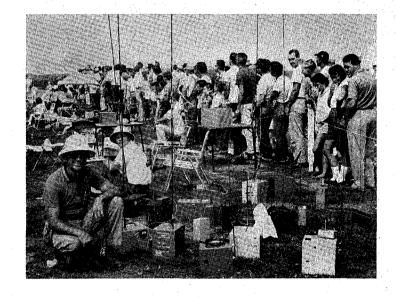
According to Recreation Supervisor Bert Granville, belonging to a club which is affiliated with the employee recreation department carries with it a whole raft of advantages which otherwise would be lacking.

For the model plane builders this includes in addition to Kratz Field, free legal and organizational counselling services, a public address system for contests, printing services for a monthly club newsletter, photographic equipment and facilities and a movie projector, and club membership cards containing the holder's name and badge number and Federal Communications Commission and Academy of Model Aeronautics numbers.

The club paper, Carrier Wave, is published and assembled by the club members once a month. The articles contributed by the members comprise one of the best "technical" plane club publications in the country. In fact, those in the trade consider the McDonnell model flyers, one of the top such







Some shots taken during recent tournament of model plane club. Above are a few of the trophies awarded to the flyers by the company's recreation association.

groups in the nation.

Small wonder, considering the brain power pool from which the club draws its membership.

Nearly half of the 40 members of the club are in some phase of aeronautical engineering and spend their days in a variety of specialized departments which comprise the modern industrial aircraft complex.

Men from McDonnell's specialty groups include aerodynamic, propulsion, structural, electronics, maintenance, specifications, and lab engineers, with shop foremen and mechanics comprising the bulk of the remaining membership.

The average club member has been building model planes for 20 years and has been in radio controlled plane building for at least six. As a service to non-company modellers, the club recently instituted a field flying permit plan to allow non-McDonnell model enthusiasts to use Kratz Field.

Presently more than 20 metropolitan area model plane flyers are affiliated with the club in addition to the company members.

Club activities throughout the year are many, including meetings at members' homes, "tech talks" by one of the club members on some aspect of modelling, movies on flying activities, flying contests with trophies awarded by the recreation department, displays at company picnics, and an occasional flying demonstration for other organizations in the St. Louis area.

A highlight of the latter this year was a flying demonstration at the St. Louis Country Club polo grounds on the 4th of July where novelty events such as parachute drops, stream-

er cutting, formation flying and smoke trailing tricks were performed.

The standout event of the year is the annual fall contest held this year on August 24-25. Modellers were attracted to the contest from Illinois, Oklahoma, Kansas, Iowa and Missouri. Trophies and prizes are awarded in all classes of competition, including a class for planes with controls in the rudder only, a class for models with controls in rudder and elevator, and a class for unlimited controls.

The latter class of planes often have such sophisticated features as retractable landing gear, steerable nose wheels, brakes, and aileron control.

With the degree of sophistication that actually exists now in engines, electronic equipment, servos, and actuators, the planes in any class can truly be considered miniature aircraft.

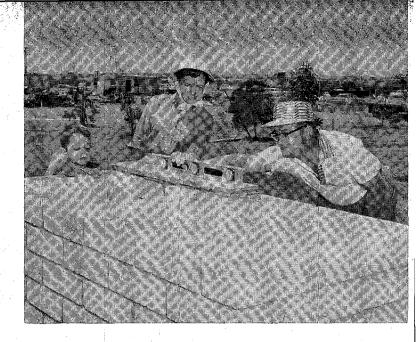
A novelty event in the annual meet is the glider contest for children. This event is open to the public and creates a lot of interest among the spectators.

The McDonnell Radio Control Model Plane Club includes members' families in all club activities: an Easter egg hunt in the spring, for example, or a picnic and barbecue in the fall, and a Christmas party in the Yule season. Club members feel these activities help knit the group into a dynamic growing organization.

Through the cooperation and guidance of the McDonnell recreation department, the plane club provides the firm and the community with an exciting activity which is of interest not only to employees and their children, but to the general public as well.

The Debate over volunteer vs. professional help in recreation facility development rages on. R/M readers will find that the successful experience of one of NIRA's largest company members, "Astronautics," sheds new light on the question.

Whole families often pitched in to help during the development of the GD/A recreation area. This family chose a barbecue as their product, similar to 25 other barbecues scattered around the ten acre area.



Ambition Is Their Greatest Asset

Y ou can get it wholesale—a complete recreation facility for your employee group, according to Astronautics Recreation Association officials, of General Dynamics/Astronautics, San Diego.

"The Astronautics formula contains no magic ingredients or gimmicks," says Dick Mitchell, chief of employe services at GD/A and a NIRA vice president. "But it does contain many man hours of hard work—plus a large number of volunteers."

To Astronautics, volunteer labor has meant that about 85 per cent of the development of their 25-acre recreation site on the outskirts of San Diego has been done without labor costs.

In five years, ARA members have logged more than 37,000 man hours on the project. Men, women, and children have helped, working evenings and weekends. A few zealous second shift-ers even worked on the project after midnight.

Ten of ARA's 25 acres are devoted to picnic-type facilities, the remainder to permanent facilities.

"Centerpiece" of the latter is a 14,750-square-foot clubhouse, capable of accommodating as many as nine meetings at once, with 20 to 500 persons each.

ARA boasts a complete little theatre, drama workshop, amateur radio station, general meeting rooms, an office and reception area, men's and women's locker rooms and rest rooms, an astronomy workshop, photo darkrooms, a hi-fi music studio, rockhound workshop, physical culture gymnasium, a kitchen, art studio, equipment storage and TV lounge.

Outside there is a Little League ball park, a lighted softball diamond, a waterfall, horse arena and corrals, two tennis courts, two large (45' x 75') group picnic shelters, 20 smaller (10' x 20') picnic shelters, 25 individual barbecues and one large barbecue.

There are shuffleboard, horseshoe, volleyball, and paddle tennis courts. Also a fully equipped children's playground, which includes a motorless F-86 jet fighter.

Because of the volunteer labor factor, development costs have been calculated at just over half of what ARA would have paid if it had contracted for labor.

Efforts to develop ARA have not been focused on the area alone. In the same period the association has organized 45 different recreational activities for its members, ranging from golf, softball, etc., to archeology and exploration.

Vending machine profits finance the program. Each of the activities is headed by a commissioner who becomes a member of the Employees' Council. Recreation officers are elected from this group. The council governs all ARA activities and allocates funds to be expended on them.

Membership in ARA extends without cost to all GD/A employees (7,000 originally; 21,000 now) and their dependents. Also eligible are employees and dependents of military units or subcontractors assigned to the company on a permanent basis.

Development work began in mid-1958 when Astronautics moved into a new plant about 10 miles from downtown San Diego.

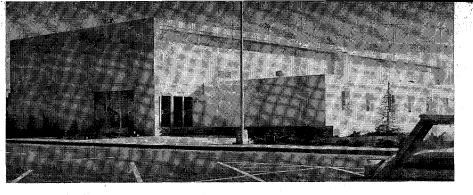
The just-formed association was offered 25 acres to be developed into a recreation center, but was told it could not begin any project without the funds to complete it. "We were told we would have to 'go it alone,' solely on our share of vending machine profits," Mitchell says.

Top management at GD/A, however, gives full support to ARA, and often plant facilities are used for recreation association purposes. Additionally, the club was offered two wooden buildings which housed company offices during plant construction.

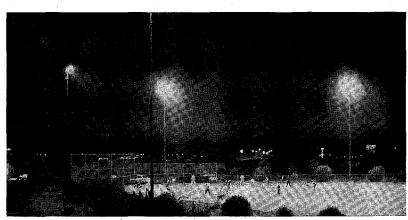
These items, plus two sets of uniforms, a limited bank account and a station wagon constituted ARA's full complement of "stores" when the First Employees' Council met.

Council members decided to try the built-by-volunteers route with an eye to returning the savings to the recreation program in the form of additional facilities.

ARA contracted with earth movers to put proper contour into the 25 acres of brush-covered land, but in so



Most of this clubhouse was built by ARA members, and it was the scene of the 13th Annual Western Region Conference during 1963. Right: The ARA has more than 40 softball teams, some of which are in action almost every day and night on this, the only privately owned diamond in the area.



doing uncovered a real problem. Rocks. Millions of them of all shapes and sizes.

And the soil proved to be anything but receptive to ARA's plans for lush grass and 300 small shade trees.

Thousands of volunteers "broke in" on the project by raking rocks, carting them away, spreading top soil and fertilizer, sowing grass seed, and carefully setting out trees to a master plan. Young helpers and women poured gallon after gallon of water on the plants.

Stories in the plant newspapers, bulletin board notices, etc., helped ARA land its initial volunteers. They took part in work parties normally scheduled for four hours each. Midway in each session supervisors broke out free sandwiches and cold drinks for the workers.

After a time, this tedious work—mostly rock raking—began to tell and the work parties of volunteers began to dwindle in numbers. So the planners took another approach. The raw land was broken into grids of about an acre each. These were assigned to groups interested in assuming reponsibility for them. Signs designated each area.

Soon grid "owners" began taking personal pride in the task of preparing the land, then adding whatever facilities the master plan called for.

Members of every union at the plant helped with the work. Supervisors, salaried, and hourly employees and their dependents all pitched in together.

At first the association rented tools, especially larger items like compressors, power saws, etc. Gradually, they began to build up a stock of tools from the association's limited budget.

The clubhouse was the major construction task, calling for an assortment of skills, many of which ARA uncovered within their ranks of volunteers. The two wooden buildings given by the company were to become wings on the clubhouse with a center section joining the two.

Although it was surprising the number of skills the volunteers possessed, they could not of course be expected to possess all the talents necessary to complete the clubhouse. From the beginning ARA handled certain mechanical, electrical, plumbing, and other finishing operations through contractors.

When the clubhouse neared completion, the drama, amateur radio, rockhound, photography, and physical culture groups finished the facilities they would use later. The riding club built its own arena, and the garden club landscaped the front of the clubhouse area.

One of the test bases (with 500 employees) built the softball diamond from scratch as their contribution. Members of an in-plant electrical union laid out and installed the lighting for the park which is now the only privately owned facility of its kind in the area.

Early in the development program ARA introduced the "Effie" award (for effort). This was a means of recognizing volunteers who contributed 20 hours of work to the project. They bought ceramic ashtrays, added an engraved plaque and model Atlas missile (Atlas's are GD/A's main product) and presented these in special "coffee break" meetings. To the select few who logged 100 hours, ARA presented jackets with patches.

Naturally, with these items appearing around the plant, they added more interest to the project. They were good advertising and well worth the cost. With such an extensive awards program, exacting records on each of the workers had to be kept.

Ninety per cent of the employees use the area at one time or another during the year. It is not only headquarters for their activities, but also the scene of many family or group picnics both in the evenings and weekends.

The association has 15 full-time employees, including accountants, arrangements people, maintenance personnel, and grounds keepers.

ARA plans still further additions, including a swimming pool, gymnasium, "western town," space-age playground and other improvements.

"Why not," says Dick Mitchell. "After all, we're getting it wholesale."

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RV INDUSTRY ITEMS

45th National Recreation Congress in St. Louis

The 45th National Recreation Congress, sponsored by the American Recreation Society and the National Recreation Association, will take place at the Chase-Park Plaza Hotel, St. Louis, Mo., Sept. 29—Oct. 4, 1963.

Speakers who will address the attendants include the Governor of Missouri, John M. Dalton; Robert Hyland, V.P., CBS radio; Dr. Norman P. Miller, recreation coordinator, University of Southern California, author of "The Leisure Age," and Prof. Charles K. Brightbill, head, department of recreation and municipal park administration, University of Illinois.

The Congress will feature general and special interest sessions on many phases of recreation.



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New Items Lure Buyers to Tackle Exhibit

CHICAGO—To catch a fish, a lure first has to attract a fisherman, and before that a retailer, and before that a wholesaler.

More than 1,200 of the latter contributed to new over-all attendance records at the sixth annual American Fishing Tackle Manufacturers trade show that opened a four day run at the Sherman House on August 11.

A dazzling display of all that's new for 1964 in the \$300,000,000 fishing tackle industry was offered by 148 exhibitors in 234 booths.

Vendors to Hold Convention and Exhibit

The National Automatic Merchandising Association announces the 1963 Convention and Exhibit of Automatic Merchandising, to be held at McCormick Place, Chicago, Sept. 7-10, 1963.

Reportedly, the show will feature the world's largest display of food, beverage, and merchandise vending machines and vending products.

NAMA confidently expects to have more than 10,000 visitors at the show, doubtless including many of industry's personnel and recreation executives, who supervise vending profits as they contribute to the overall effect of employee benefits.

Goodyear Man Takes Round-the-World Hike—In 35 Years

K. P. Douglas, an employee of Goodyear Tire & Rubber Co., of Akron, has been walking to work for 35 years.

Averaging three miles a day, he estimates that he has trudged more than 26,250 miles (the earth's circumference) to and from work in all his years at Goodyear.

"I weigh the same now as I did 35 years ago and I've never been under a doctor's care because of illness."

Douglas brushes off praise, saying, "It's not such a great feat. We've got people now who travel around the world in 89 minutes."

2nd National Rural Recreation Seminar

Recreation leaders, including heads of college recreation programs, administrators of recreation parks and agencies, community and family life specialists and other recreation personnel gathered at the Thor Center for Better Farm Living, Huntley, Ill., in August, 1963, for the Second Rural Family Recreation Seminar.

The rural family is faced with a new set of living conditions due to scientific and technological developments, which has resulted in many labor saving devices, greater mobility and the like.

Representing the National Industrial Recreation Association at the seminar were Executive Director Don L. Neer, and President Walter L. Dowswell.

President Dowswell told the group that rural recreation groups and industrial recreation interests faced many common problems because of the great influx of farmers into the industrial labor market in many parts of the country.

The Thor Center was dedicated in 1956 by U.S. Secretary of Agriculture Ezra Taft Benson.

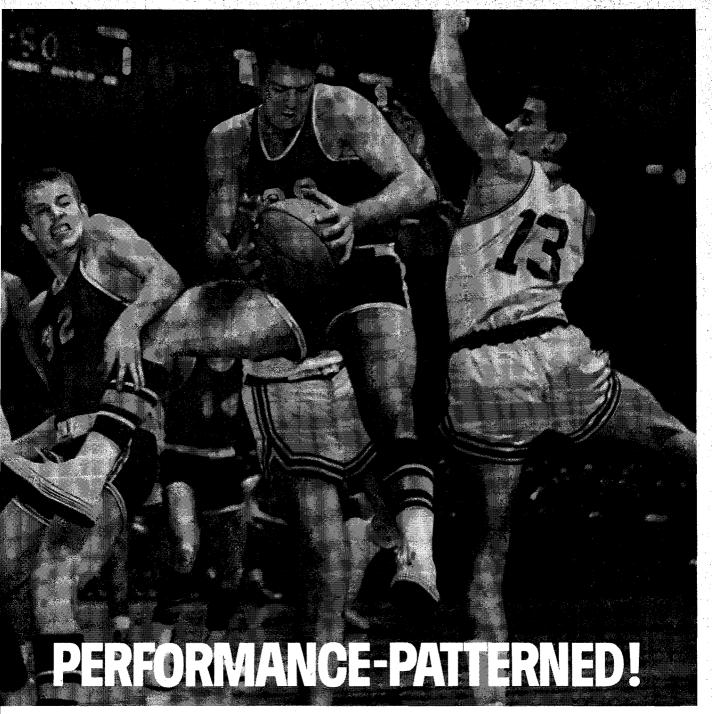
American Osteopathic Assn. Develops Fitness Film

Adult physical fitness—and the sensible way to achieve it—is the theme of "The Fitness Challenge," a new 28-minute color and sound film released recently by the American Osteopathic Association.

The film shows how adults can keep physically fit by starting and sticking to programs of exercise and physical activity.

Made in support of and with the cooperation of the President's Council on Physical Fitness, the film features remarks by President Kennedy, as well as "Bud" Wilkinson, special consultant to the President's Council.

The film is available on loan at no cost other than postage and insurance. Requests should be directed to the American Osteopathic Association, Dept. of Public Relations, 212 E. Ohio Street, Chicago 1, Ill.



Wilson uniforms and basketballs are built for rugged, winning play!

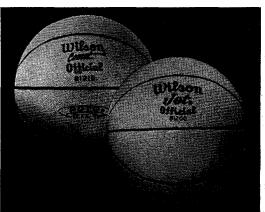
fundreds of leading basketball eams—industrial, scholastic, amaeur and professional—choose Wilson asketball uniforms for their neat ppearance, long wear and performnce-patterned styling.

Wilson uniforms are available in variety of styles in 16 fabrics and 4 colors and are full cut for smooth laying action. The top quality macrials stand up under rugged play, etain neat appearance through reeated cleaning or laundering.

See your sporting goods dealer now and order Wilson basketball uniforms and the Wilson Comet or Jet, America's finest quality game basketballs.

PLAY TO WIN WITH

Wilson Sporting Goods Co., Chicago (A subsidiary of Wilson & Co., Inc.)



The Wilson Comet features "M" channel seams and Roto-Bilt® construction for perfect playability. Selected pebble grain leather, The Wilson Jet® is precision built with Last-Bilt construction for true balance and roundness. Selected pebble grain leather for finger-tip control.

NIRA/lensletter

Annual Picnic Is Hands Down Favorite Among Summer Activities

The hands down champ in employee entertainment for the summer, according to the nation's company publications is the annual picnic.

Reports of literally hundreds of them have come to the NIRA editorial offices in the past several months. Picnics of all shapes and sizes, for varying numbers of personnel.

The menu and format for the picnic might vary but the idea is the same, whether it be the annual clambake of the International Telephone and Telegraph's Surprenant Manufacturing Co. (400 people attending) or Goodyear Tire & Rubber's gigantic annual outing for tens of thousands of families.

Picnic Samples

A sampling of miscellaneous picnic features which NIRA member companies are using to spark new enthusiasm for the company outing includes:

—presentation of safety contest awards: Union Bag-Camp Paper Corporation, Savannah, Ga.

—combination picnic and summer staff meeting for all supervisory and exempt personnel of Delco Moraine, Dayton, O.

—miniature golf tournament, with 306 participants, General Electric, Schenectady, N.Y.

—free bus transportation to and from the picnic site, Armstrong Cork Co., Lancaster, Pa.

—a "peewee belter's" boxing contest, Grumman Aircraft Corp., Bethpage, New York.

Of the scores more NIRA member firms holding picnics this summer a few are Wyman-Gordon Co., Harvey, Ill.; Link Division, General Precision, Inc., Binghamton, N.Y.; Brookhaven National Laboratory, Upton, L.I., N.Y.; Nationwide Insurance's Northeast Ohio Region; Great-West Life Assurance Company; Garrett Corporation; Northrop Corporation, Hawthorne, Calif.

All-Eastern Regions Conference Takes Shape in Washington

Plans for NIRA's All-Eastern Regions Conference, to be held at the Mayflower Hotel in Washington, D. C., Oct. 31 to Nov. 2, 1963 are advancing well, according to C. H. Cunningham, the conference chairman.

The fall meeting of the NIRA board of directors will be held in conjunction with the conference in Washington.

Cunningham reported in mid-August that most of the conference exhibit space had been contracted for, and that commitments were being worked on for several manufacturers with new products for industrial recreation programs.

The National Rifle Association will help host the conference with a reception on the opening evening of the conference and a tour of NRA headquarters.

Regional business will be conducted on the second morning of the conference; with the theme of the sessions later that day being "Resources from Your Government for Recreation."

The District of Columbia Recreation Program will receive major treatment on the third day of the conference, Saturday, Nov. 2, and the meeting will adjourn at noon that day.

This conference shapes up toward being one of the most worthwhile regional sessions in recent years.

Registrations are now being taken by Mr. Cunningham, c/o U.S. Department of Agriculture Welfare Association, Washington, D. C.

CHANGES IN THE LINEUP

John A. Nesbitt has been appointed deputy director general of the International Recreation Association. He had been director of the World Commission on Vocational Rehabilitation.

Harry W. Brown has been appointed manager of personnel of Bechtel Corporation, San Francisco, a new NIRAmember company.

Ken Treadway, recreation director for Phillips Petroleum, Bartlesville, Okla., was manager of the USA men's swimming team, on tour of Japan in August. (Phillips will again be host to the National AAU Individual Men's Swimming Championship in April '64.)

Whitey Wahl, formerly with the recreation department of Firestone Tire & Rubber Co., Akron, is now associated with the firm's industrial relations department.

Richard J. Jordan has been appointed Billiard Products Manager for the Bowling and Billiard Division of Brunswick Corp. it was recently announced.

RECREATION ROUNDUP

Employees of Eastman Kodak's A&O Div., in Rochester, N.Y., were eligible for a bass fishing contest this summer but reportedly the response was only fair. Judging from the skimpy number of entries in the contest, recreation officials in mid-August were concluding that most Kodak anglers were pitching shutouts this summer.

Shooting enthusiasts of Union Carbide Chemical Co., Texas City, Tex., reportedly are organizing a new gun club. Carbide shooters formerly had a gun club, but interest ebbed several years ago. Now an enthusiastic new group of organizers plans restoration of shooting facilities, as well as the reestablishment of the Thanksgiving turkey shoot—one of the most popular features of the old club.

Among activities which employees of Bausch & Lomb, Inc., Rochester, N.Y. are involved this summer is a red hot inplant softball league which moves into the playoffs, soon. The Rochester Industrial Tennis Tournament is now underway with finals scheduled for September, and the B&L gun club recently sponsored a trap shoot with approximately 20 shooters participating.

The standout softball players at midseason in the Milwaukee industrial leagues all seem to be from Allen-Bradley Co., which boasted no less than eight first place teams in three softball classifications in August. Not so impressive is the company's record in golf, baitcasting, tennis or trapshooting, though only in tennis did they post a second division team in the league.

Recreation shorts from North American Aviation, Los Angeles, this summer include organization of an eightweek physical fitness program for men; scheduling of practice for a proposed soccer league, and an excursion by the Rock and Mineral Club near Palos Verdes for whalebone, agate, moonstone, jade, and jasper.

The "Intruders," Grumman Aircraft's top flight slow-pitch softball team were tied for first place in mid-August after sweeping two twin bills from a couple of New Jersey teams. The Intruders hale from Grumman's Bethpage, N.Y., plant.

The Y-12 plant of Union Carbide Nuclear Co., in Oak Ridge, Tenn., hosts a miniature golf tournament for employees. League is a mixed one and



Assistant director of recreation for the Chicago Park District, P. J. McCarthy, was named Outstanding State Chairman at NIRA's Minneapolis

reportedly a popular activity with employees there.

Sixty-eight company golfers turned out for the first big golf tournament of the 1963 season for Seeburg Corp., Chicago. Weather was pleasant and spirits were reportedly high. Seeburg's mixed bowling banquet, with plenty of trophies for winners, was held in midsummer at a South Side restaurant. Rod and Gun Club winners were also feted as a recent banquet.

Teenage campers enjoyed a campout at State Farm Park, Bloomington, Illinois, recently. Activities for the teenagers included swimming, a watermelon feast, an early swim and a breakfast cookout.

The bowling league of Equitable Life Assurance Society of the U.S. celebrated its 25th anniversary with a dinner at New York's Hotel Astor recently. Highlight of the evening was the presentation of five awards to employees who had taken part in bowling activities with Equitable since the leagues were begun.

At mid-season, the softballers of Carrier Corp., Syracuse, N.Y., were looking pretty good. While the men's team stood atop the YMCA Industrial League, and was assured a shot at the playoffs, the girl's team was pacing the City Recreation League, with a no-loss record.

Once a year the recreation department of West Point Manufacturing Co., West Point, Ga., sponsors a revue for members of its Golden Age Club. The performers are talented children from the community, rehearsed by a member of the community recreation department, in cooperation with West Point Manufacturing.

Highlight of McDonnell Aircraft's 1963 summer picnic in St. Louis was the selection of a Space Queen by Mc-Donnell president David S. Lewis.

conference. Left to right: James Barrett, Empire Warehouses, McCarthy, and past NIRA president, Edward T. Mitchell.

Twelve Space Belles in all made it difficult for judges to pick a winner.

Employees' children at Ethyl Corporation, Houston, Tex., were treated to their eighth annual summer camp in August. Teenagers and parents of the participants were the camp's counselors.

NIRA President Wally Dowswell's Motorolans (Franklin Park, Ill.) are presently engaged in a snapshot contest. Winners will enter the NIRA contest, to be judged later this month. The company's Musicaires also gave their first concert at a high school on Chicago's West Side.

Members of the Snakehunters Conservation Club of North American Aviation, Columbus, O., were treated to a mid-summer family dinner complete with door prizes and entertainment. Boys and girls who attended a forestry camp sponsored by the Snakehunters were at the meeting and told of their experiences.

Children of Guide Lamp and Delco-Remy divisions of GMC, were guests at the annual Killbuck Family Festival recently, a day of fun complete with rides and games and topped with three variety shows. Attendance was more than 32,000.

Two top recreational activities in mid-summer at Avco Research Center, Wilmington, Mass., were the annual sports awards banquet, with the presentation of nearly 200 trophies to company sportsmen, and the annual children's outing. Despite ominous clouds and a fairly regular schedule of downpour, the kids loved it.

Bucyrus, O., employees of Timken Roller Bearing Co. got a chance to enter their children in a fishing derby this summer at the company pond. About 100 fish were caught by 147 children.

More than 9,000 Inland Steel employees are now entitled to an extra week of vacation away from the firm's

East Chicago, Ind., plant. Beginning next year, approximately 1,700 employees will be eligible for the new 13-week vacations won in recent wage negotiations.

A garden show was held jointly recently by members of General Dynamics' Astronautics and Convair divisions. Show divisions included dahlias, citrus fruits, vegetables, arrangements and corsages, plus a children's class.

Employees of Sandia Corp., Albuquerque, N.M., were treated recently to a "South of the Border" buffet. The whole family was invited, and a professional band was provided.

EMPLOYEE TRAVEL ACTIVITIES

Kodak employees in Rochester, N.Y., were treated to an excursion to New York over the Labor Day weekend. Chartered, air-conditioned buses traveled via expressway on the six-hour trip. Price of the package trip averaged about \$30 per person.

A second group of 60 employees from the U. S. Department of Agriculture, Washington, D.C., embarked late in August for a Grand European tour. Other recent travel activity at "Ag" included state-side excursions to Las Vegas, San Francisco and Los Angeles; Gettysburg, Pa.; Williamsburg-Jamestown; the Great Smokies, as well as other tours yet to be announced.

Interested parties held a meeting at Dow Chemical Co.'s Midland (Mich.) location recently to study proposals for a chartered flight to Europe. As is customary with such initial meetings airline and travel agency representatives were present to answer pertinent questions.

Three Ford Motor Company tours to Europe will leave simultaneously on September 20, one to Mid-Continent for \$798 per person (total cost); the second to Northern Europe for \$837 per person, and the final one "Europe As You Like It," for \$285—transportation only.

Thompson Ramo Woolridge employees were treated to a late summer Florida trip, a 7-day package including round trip plane transportation, accommodations in Miami at the Hotel Sorrento, breakfast and dinner every day. Average cost is \$179 per person.

Seeburg, Inc. fishermen left Chicago for their second weekend of angling in Wisconsin in mid-summer. The Seeburgers fished four inland lakes near Townsend. Wis.

Five fall tours have been announced by the employees association of Hughes Aircraft Corporation, including three to Hawaii, one to Tahiti, and another to the Orient.

A special bus from Stromberg-Carlson left Rochester, N.Y. recently for a long weekend in Washington, D.C. Price of the trip was \$46 per person, including transportation to and from Washington, hotel accommodations at the Hamilton-Manger Hotel for four nights, refreshments on the bus, handling of luggage, and sightseeing for one day.

Dana Connell, manager of the Neil House Billiards team of Columbus, Ohio, accepts from "Pop" Ellington the championship trophy for winning the West Virginia Centennial Slow Pitch Softball Tournament held at Keraland, West Virginia in June.



CURRENT NIRA CONTESTS AND COMPETITIONS

Recreation directors are encouraged to reprint information on NIRA tournaments and competitions in their company publications.

BRIDGE: Sanford Wagner and Leslie Lawrence, of Brookhaven National Laboratory, winners of the First Annual NIRA Bridge Tournament, learned the details of their upcoming prize trip to Paris recently. Their itinerary will include a jet flight to London on Pan American on Oct. 20; a cocktail party and competition against London bridge champions on Oct. 21; flight to Paris the morn of Oct. 23 with a match later in the day; tours of Paris on Oct. 24-25, and a flight to New York and presentation of the Goren Trophy by Mr. Charles H. Goren on Oct. 26.

FISHING & SHOOTING: Dates have been set for the excursion of NIRA's fishing and shooting contest winners to North Manitou Island in Lake Michigan for a weekend of hunting and angling in one of North America's most exclusive hunting and fishing paradises. T. Y. Wu, Ford Motor Co., Ann Arbor, Mich., winner of the rifle competition will accompany the winner of the NIRA Postal Fishing Contest (now in its third month) to the island hunting grounds on the weekend of Sept. 27-28-29.

CAMERA: With just a few days remaining for entries in the NIRA Annual Camera Contest, top photos from NIRA member companies are pouring into association headquarters. Winner of the contest will be announced in the next issue of RECREATION MANAGEMENT.

GOLF: The Westinghouse Electric team from Mansfield, O., led by 49year-old Carl Kushin, captured the 18th Annual Midwest Industrial Golf Championship on the Purdue Golf Courses, Lafayette, Ind., on August 18. There were 93 teams in the tournament, which was under the overall direction of Russ Hansen, Goodyear Tire & Rubber, pinch-hitting for Ray Dietrick. Other teams who placed in the tournament included Goodyear Tire, Akron; National Homes, Lafayette; Fansteel Metalurgical, North Chicago, Ill.; Allis Chalmers, Norwood, O., and National Homes #2, Lafayette, Ind. A more detailed report—and some new developments—on the golf tourney will appear in the next issue of R/M.

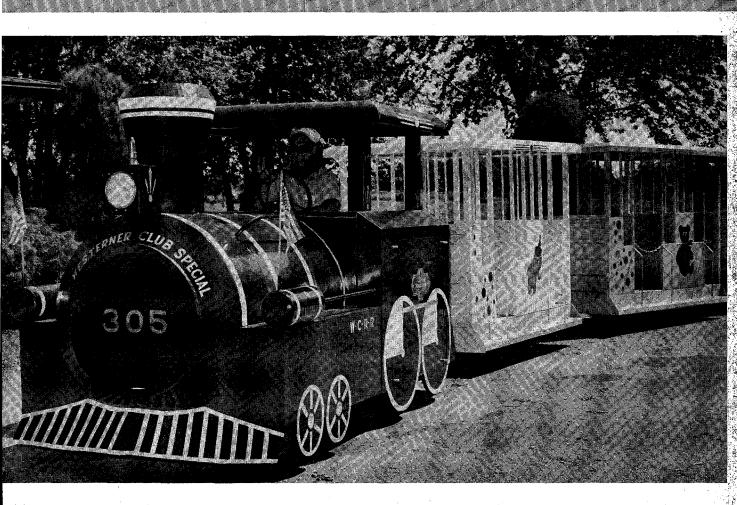












Here's an Employee Club That's on the Right Track

Employees of the Westerner Club, of Olin Mathieson Chemical Corporation's East Alton, Ill., plant have a unique attraction which is a popular summertime feature for employees' children.

The club supervised the production of a miniature train, which gets more than its share of service at the fifteen divisional picnics which the company holds each year for the employees and their families.

A welder with the company, James Ryan, a longtime Olin employee, did most of the actual construction work on the train.

He started from scratch, without benefit of blue prints or formal plans, and completed the job in less than two months working only in his spare time and on one week of his vacation. The work was done in Ryan's own private welding shop. The engine is constructed atop an International Harvester tractor, which the Westerner Club purchased second hand especially for the train.

Both the tractor and the coaches run track-free on rubber tires which allow the train to roam the clubgrounds at will.

The lettering and animal designs were painted by Bob Doerr, who is employed as a painter by Olin.

The engine is painted black with white and red trim, and the coaches are painted white, and pastel shades of green, blue, and pink.

In addition to using the train at the fifteen divisional picnics, the club plans to use the train in various East Alton parades.

The total cost of building the train and operating it for one year is \$3,448 (including coverage).

Formerly, the club had spent \$1,350 each year for rental of a small train, which ran on a circular track.

CLASSIFIE

RATES: regular type—15 cents per word; bold face type—25 cents per word. Copy bold face type—25 cents per word. Copy must be received by the 5th of month preceding issue in which ad is desired.

POSITIONS WANTED

Young man with degree in recreation seeks employment in industry as recreation director. \$100 a week, acceptable salary. Age 21. Single.

Box #85—RECREATION MANAGEMENT

Man with excellent background and education in recreation, teaching, and public health seeks responsible position in industrial recreation. Masters from Oregon State. Married. One child. Salary open. Box #86—RECREATION MANAGEMENT

Man with liberal arts and group work education seeks position as recreation in industry. Chicago location preferred. Married. Two children, Salary: \$6,000.
Box #87—RECREATION MANAGEMENT

Man with excellent recreation background as special services officer, U. S. Army, seeks position as recreation director, major industrial corporation. Married. Three children. Age, 48. Salary, \$6,500. Box #88—RECREATION MANAGEMENT

Man with background in municipal recreation management seeks position in industry. M.E. degree in Administration. Age, 39. Married. Two children. Box #89—RECREATION MANAGEMENT

Man with excellent background in recreation and public relations seeks position in industrial firm as director or supervisor of employee activities program. B.S. in education. Married. Age 38. Five children.

Box #75—RECREATION MANAGEMENT

Young man with background in coaching and education seeks position in industry as director of recreation. B.S. in physical education and recreation. Single. Age 22. Salary

Box #76—RECREATION MANAGEMENT

Young woman with background in education and recreation desires position with industry as program director. Single. Age 27. B.S. in physical education. Salary, \$5,000 and up.

Box #77—RECREATION MANAGEMENT

Young man recently graduated from college with B.S. in recreation desires position with industry. Single. Age 21. Salary and type of position open.

Box #78—RECREATION MANAGEMENT

Young man with background as recreational therapist desires position as recreation director in industrial firm. B.S. in psychology. Age 24. Married, one child. Salary, \$7,000-8,000. Available immediately.

Box #79—RECREATION MANAGEMENT

Young assistant recreation director with industrial firm desires new position with industry as recreation director. Married, two children. Age 29. Available immediately. Box #80—RECREATION MANAGEMENT

Man with background in coaching and teaching, as well as industrial recreation desires new position with industry. Age 41. Married. M.S. in Physical Education. Available immediately. Salary open.

Box #81—RECREATION MANAGEMENT

Man with excellent background seeks position in industry as recreation director or supervisor. B.S. in recreation plus 17 hours graduate work. Married. Age 49. Two children. Box #71—RECREATION MANAGEMENT

Young man with background and education

in recreation seeks position in industry as resort director or recreation director. B.S. in physical education-recreation. Age 24. Married. \$5,000 to \$6,000

Box #72—RECREATION MANAGEMENT

ICE BREAKER

NEW Ice Breaker-Use Personal Name Patches, Any first or nickname. 4" red and white felt shield. Instant stick. Sample 35¢. 3 for \$1.00. American Knitwear & Emblem Mfrs., Dept. RM, Plaistow, N. H.

RECREATION READING

Camping

CAMPING MAPS U.S.A./ by Glenn and Dale Rhodes. The Macmillan Co., 60 5th Ave., New York 11. \$2.50

A valuable tool for the company camping club, this easy-to-use manual of how and where to camp in each of the 50 states, lists more than 10,000 campsites and facilities.

The location of each campsite is plotted by identifying numbers on a skeleton map, and principal highways are charted.

Text material gives helpful information on camping gear, cooking, clothing, checklists, first aid, and other aspects of camping.

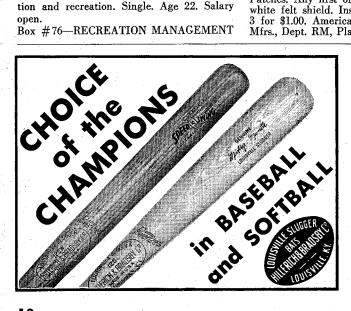
Recreation

THE THEORY OF PLAY AND REC-REATION / by Allen V. Sapora and Elmer D. Mitchell. The Ronald Press Co., 15 East 26th St., New York 10.

The third edition of this outstanding basic text on recreation, this book is intended to acquaint the student with the development and significance of the play and recreation movement, as well as with the organization and administration of various community leisure-time activities and services.

The importance of recreation in modern society is investigated and the benefits to be derived by individuals and groups are discussed.

Build your recreation library with selected volumes listed monthly in RECREATION MANAGEMENT.



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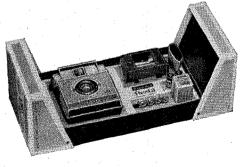
THE SHORTER WORKWEEK:

HOBBIES AND THE INDUSTRIAL EMPLOYEE

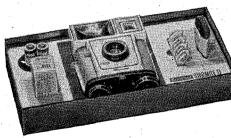
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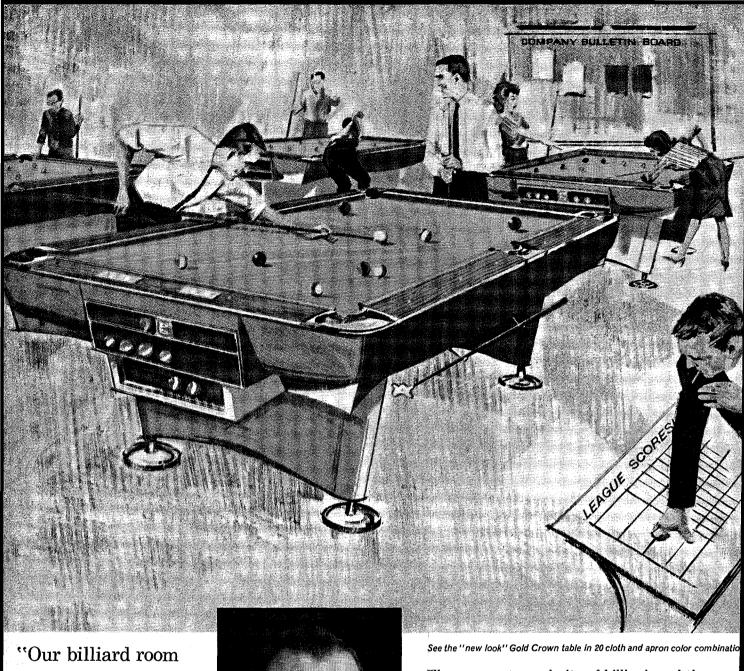
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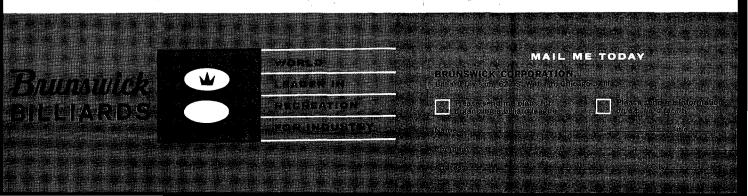
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CHARLES BLOEDORN,

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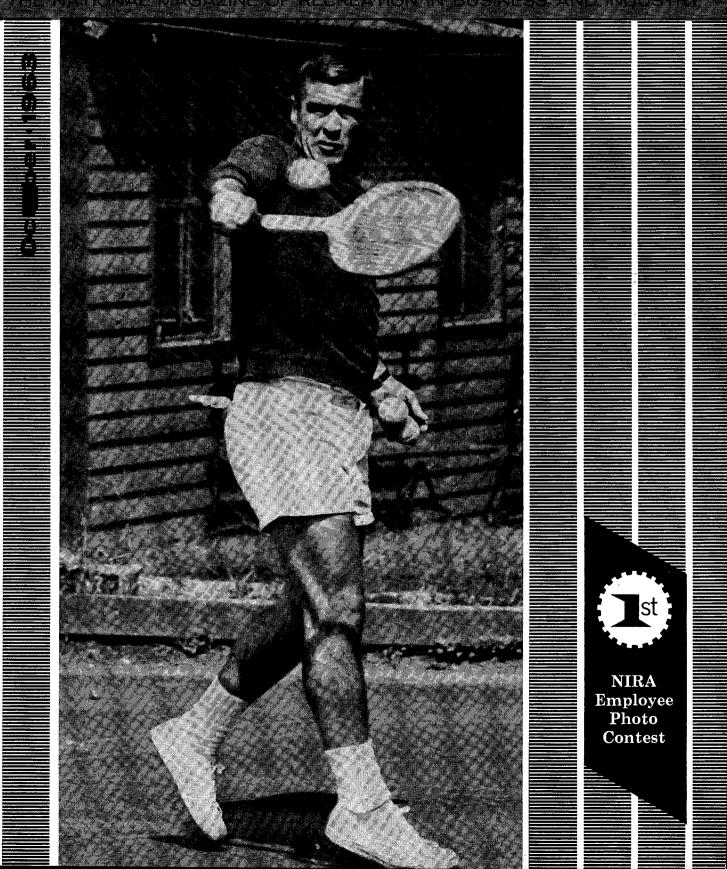
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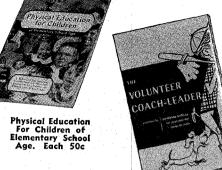


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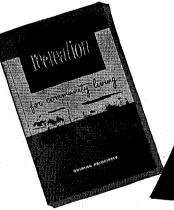
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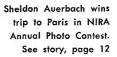
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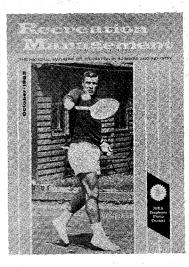
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Recreation

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Management

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signs of the times...

OWENS EMPLOYEES PARTICIPATE IN HEAT STUDY. Owens-Illinois employees in New Orleans, La., are helping the U. S. Public Health Service determine the effects of industrial heat on the human apparatus. According to sources at Owens, this is the first time such a study has been conducted anywhere. For three weeks, 33 members of the plant's forming and corrugating departments served as the USPHA guinea pigs, submitting to regular record taking of body temperature, pulse, weight, etc. Participants were asked to walk a treadmill for one-hour intervals during one phase of the test. Envy of all the other contestants was the man who lost six pounds on the treadmill—one pound for every 10 minutes he walked.

SERIOUS MORALE PROBLEMS. Faced with morale problems due to three presidential and ownership changes in four years, Perfect Photo, Inc., Philadelphia, embarked on an effort to scotch unfounded rumors about further changes. The campaign was kicked off by a direct communique from the chairman of the board to each employee announcing the company's employee relations aims, including: frequent night shift visits by the personnel manager; institution of such features as a stock purchase plan, an employee publication, birthday cards signed personally by the plant manager, an employee sweepstakes, and softball and bowling teams.

HOW MUCH BOUNCE TO THE GAME? The National Federation of State High School Athletic Associations, Chicago, recently completed a study to determine how many times a basketball bounces during an average game. In the game studied, the ball hit the floor 1,690 times. One team bounced the ball 912 times in dribbles and bounce passes. Their opponents had 659 bounces. The officials bounced the ball 79 times.

AVERAGE JOB TENURE. American working men average about five and a half years with the same employer, and women average three years according to a Bureau of Labor Statistics study. Tenure of 10 years or more is chalked up by 20 million workers, or 30 per cent of the 66 million employed in January 1963. However, 10 per cent of all those employed during 1961 changed employers.

WINS CALIFORNIA AAU TITLE. Eight years ago an Air Force buddy got Jim Matthews started lifting weights. Today, hundreds of tons later Jim, an employee of the Garrett Corporation, Los Angeles, holds the California AAU weightlifting title for his class. Jim's goal in weightlifting is solely competitive but he points out that the sport is becoming more and more popular every day. Weightlifters who enter competitive events are still in the minority. Most just do it to get exercise, stay healthy, and develop a sound set of muscles.

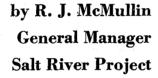
GOOD NEWS FROM IRS. The tightening up of expense account rules for 1963 and beyond has caused more confusion, complaints, and criticism of the Treasury Department than any other tax change in the last 10 years. Of interest to NIRA are the following areas of expense which are still legitimate deductions, not at all affected by the new rules:

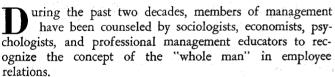
1) Supper money furnished by an employer to an employee working overtime; 2) Christmas parties, annual picnic, summer outings and other recreational, social or similar activities primarily for employees; (IRS makes clear, however, that you can't discriminate in favor of high paid employees.) 3) Entertainment in a clear business setting, such as a hospitality room at a convention. The key to the deductions listed above is in keeping satisfactory records.

TOP MANAGEMENT SPEAKS

STATEMENTS OF THEIR CONVICTIONS ABOUT THE VALUE OF RECREATION FOR THE AMERICAN WORKER BY THE NATION'S CIVIC AND BUSINESS LEADERS

The Whole Man In Industrial Recreation



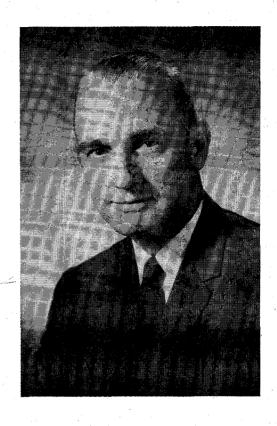


An employee is, said these social scientists, an individual, distinct and separate from his co-workers two-thirds of the day, and three-fourths of the year. Each employee has his own unique talents, interests, drives, problems and needs. Therefore, if we are going to make him dependent upon us for a livelihood, we must offer him something more than a living wage.

In response to this just and humanitarian appeal, management has provided medical and health programs, retirement programs, job security programs and rest periods, coffee breaks, and cafeterias. We've developed safety programs, management training programs and in some instances, even political discussion programs.

But scarcely had we recognized and done something about this concept of the "whole man" when a new problem faced our employees and our organizations.

This new problem is called the "leisure time" problem. Logically, if the "whole man" concept is valid in employee relations, then it isn't enough to simply provide for the health, safety and security of the employee on the job. A few of us recognized this leisure time problem years ago; some of us more recently. Hence, a few of us have done something about it. More of us are doing something about



it. And that "something" is usually called recreation.

What makes for good industrial recreation? In the first place, recreation must be programmed. In the second place, it must have qualitative as well as quantitative value. And in the third place, it must be responsive to the needs, interests and talents of the many individual employees.

In other words, we need French conversation clubs for employees as well as softball teams. We need Toastmaster Clubs, as well as swimming pools, and art clubs as well as free movies.

The only way I know to get these things is to seek professional or experienced recreators to direct our efforts and let employees themselves, through their own cooperation and initiative, come up with a program which will reflect their diverse talents and interests. Of course, a complete program cannot be developed in one year or even five years or ten years. But it can be developed in stages and should be a continually dynamic effort.

As automation and mechanization force their changes in our customary production schedules and work habits, an increasing part of our national productivity may well be measured in terms of recreation and the utilization of leisure time. If idleness breeds mediocrity, then, in face of the world changes and opportunities, we can ill-afford to be idle.

Industrial recreation—programmed, purposeful, and responsive—can help fill the void of our employees and is truly one of management's great challenges in the coming years.

Theatrical productions are popular with women employees. Here a mixed group of Boeing thespians present "Showboat Jamboree" before an audience of 1.000 in Seattle. Wash.



The Working Girl at Leisure



Three lady sluggers await their turn at bat with the Armco Steelers women's industrial softball team. Though most women employees shy away from organized athletics, softball and a couple of other activities seem to have created an exception.

The Women's War of Independence started in earnest on a quiet day in 1881, when the directors of the New York YMCA announced they would teach eight young ladies to use a recently invented machine called a Type-Writer.

In downtown eateries that day businessmen washed down free lunch with nickel beer and laughed: "It's a well known fact that women have just about enough mechanical ability to thread a needle."

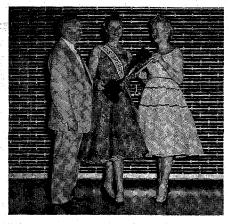
The laughter is gone with the free lunch and the nickel beer—but the gals are here to stay. Today America's alert aggressive women comprise one third of the labor force. But they did not win their freedom unopposed.

When women began pouring into the labor market in droves during World War I, concern for the "vanishing American woman" grew. Many of their male colleagues resented their "intrusion." They were often ignored and considered second rate workers.

Management, though, found women efficient, valuable employees—even found jobs where they were considerably more effective than men. Some entire industries depend mightily on the skills which women have in abundance—banking, insurance, and communications, for example. Management sought to make women happy, to make them feel a part of the team.

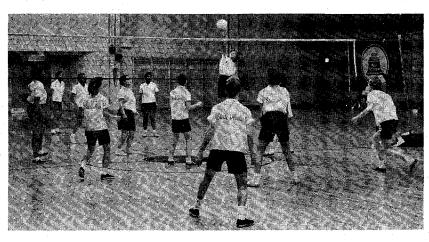
Among the changes which women made was a revamping and updating of the recreation programs with a greater concentration on activities expressly suited to their attentions. New plans were drawn up to bring men and women employees together in social and recreation programs.

Recreation directors found that women were not always interested in the older activities. Older programs, geared to



Beauty contests are a popular activity with employees. Here "Miss Sperry" (Sperry Rand Corp., Great Neck, N. Y.) accepts her trophy from company official.





Above: More than 150 dolls were dressed and distributed to charitable organizations by the women of the Kaiser Employees Club last year. Left: Action photographed during the finals of AT&T's women's volleyball league.

male interests, concentrated primarily on athletic competition—a field in which women ordinarily do not excel. Gradually, new activities were added for women.

Among most women, social and cultural activities are by far the most popular. A survey which included more than 15,000 women employees in five industries showed 83 per cent of the women participating in recreation programs preferred social activities to athletic activities. Only 21 per cent of these women joined athletic groups.

Most popular athletic activities are bowling and golf. Bowling has been particularly instrumental in breaking down the seeming prejudice that women have for athletic endeavor. But interest in athletics among women employees lags far behind that of dancing, dining, and socials—three activities that are in great demand.

Bridge, too, is very popular. Of course, all women have one common interest—clothes. More than half of the companies surveyed included fashion shows in their regular women's recreation programs.

At Delco-Remy, a GMC division in Anderson, Ind., 11 per cent of the women participating in the recreation program joined athletic activities (primarily bowling) while nearly 90 per cent took part in social and cultural activities. Among the Delco women's favorites: knitting, lamp shade making, cake decorating, gift wrapping, and chorus.

Cooking school, millinery classes and doll dressing highlight the women's activities of another company's program. Dancing, dining, theatre parties and socials are also enthusiastically supported. Though athletic activities are offered through the program, only 10 per cent of the women join them. The employees activities group of Eli Lilly & Co., Indianapolis, sponsors 31 activities. The list includes many athletic activities, but again women prefer social and cultural endeavors. Such activities have won the support of 86 per cent of the women joining the recreation program, while athletic activities include only 14 per cent of them.

Among those social activities are: a fall and spring dance, square dancing, an annual variety show, an orchestra, and a chorus.

The Falk Corporation, Milwaukee, now provides only nine activities for its women employees, but is currently regrouping the format of the girls' clubs. Plans are to provide more of the activities women desire. At present, 83 per cent of the women participating in their recreation program prefer social to athletic activities.

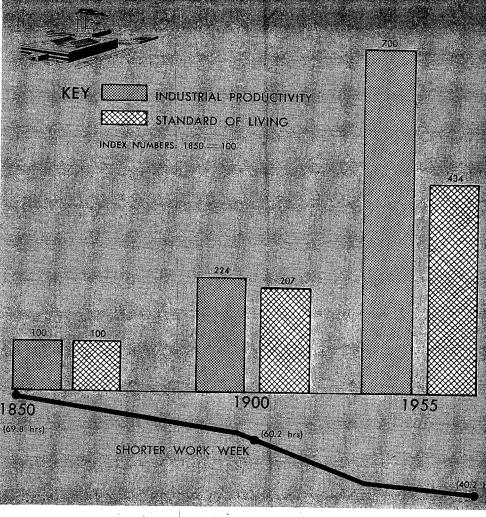
More than half of the companies surveyed have separate recreation programs for their women employees.

Through such programs of leisure time activities, women are not only made to feel a part of the team but are given the opportunity to develop a sense of leadership and cooperation. A spirit of good fellowship—so important a principle in the world of today's complex industrial relations—along with a sense of loyalty, are a progressive corporation's most prized assets.

Of supreme practical importance, recreation for women tends to decrease the relatively high national rate of turnover among women employees.

Valuable, efficient women employees are sticking to their jobs and liking them better. Women are in industry to stay—and industry is glad to have them aboard.





THE GREAT DILEMMA

More Leisure Time? ...Or...

More Buying Power?

Ling leisure for industrial employees which even the best constructed company recreation programs won't solve completely.

What the employee does with his increasing leisure time is the subject of a recent exhaustive study on the matter by the Chamber of Commerce of the United States, called "A Shorter Workweek?"

The long vacation, the less-than-eight-hour day, the four-day week are weighed pro and con by the study, primarily against the looming specter of our slowing economic growth rate.

People work because they have a compulsion to work. The drive for money is great, according to *Economic Intelligence*. But leisure, too, is prized—by some more highly than money.

Average Hours

For more than 100 years the average number of hours worked has declined as incomes have risen. Part of the fruit of increased productivity has been taken in the form of more voluntary leisure, less work. What people do with leisure after they win it is evidently still open to question. There's no doubt that some people will merely take on an additional job should the standard work week in their regular employment decline too far.

But do employees who hold down two jobs make the most effective productive contribution to their employers? When people take extra work (usually at wage scales below the level of their principal employment), this indicates that their desire for more money is much more intense than their drive for recreation.

More than one NIRA-member company owes its recreation program to a self-examination which revealed that the "whole" man, the productive man, is not the *moonlighter*.

It is fairly commonly assumed, according to a report of the American Economic Association, that the desire for more leisure is probably not as great individual-by-individual as the desire for higher income.

Moonlighting Rubber Workers

The Wall Street Journal was able to report as long ago as 1957 that one third of Akron's 40,000 rubber industry workers working six-hour days, held second jobs.

As the impetus behind the shorter work week and the extended vacation increases, industrial recreation mentors are deliberating on how these major economic shifts will affect their programs.

Will they produce a tremendous increase in recreation participation? Or will participation figures decline as a result of too much free time among people who would basically rather supplement their incomes than recreate?

Best estimates are that good pre-planning could result in an industrial recreation boom such as this country has yet to experience. In short, it *could* be a break for us. We can turn it to our advantage.

Expensive Benefit

According to Fortune, the most expensive single fringe benefit is the expanding vacation. As they are awarded everlonger vacations, Fortune says, workers are taking to the kinds of recreation that not long ago belonged solely to the well-to-do. Employees now scoot off to the Caribbean, to Hawaii, or even to Europe with amazing regularity.

Branches and Warehouses in Principal Cities

"We are witnessing a revolution in travel for the workingman. Extended vacations will trigger a flood of employee trips and tours and break all previous travel records," predicts Don L. Neer, secretary of the NIRA Travel Council.

In June, 1963, the steel industry set the pattern with thirteen weeks off from work for selected employees with a qualifying number of years of service. Sylvia Porter says that most of the steelworkers eligible for the long vacations will have a "rotten" time during their extended leisure period.

She says they will eat too much, drink too much, sit too much, sleep too much, and argue with their friends and wives too much. This is, according to Sylvia, precisely because they don't know how to use their leisure hours properly. Proper use of leisure is a responsibility which should not be abdicated by the company. It is a challenge that should be met through the firm's recreation program.

The Curse of Leisure

The publisher of a retirement magazine called *Harvest Years*, adds criptically that the dismal record of tens of millions of those now retired emphasizes that leisure can be a curse if the employee is not educated into accepting it as an opportunity and an adventure into personal fulfillment.

Some scornfully say that the American love of leisure and material things is to be blamed for our lagging economic growth.

Whether or not this is true, there seems to be no doubt that companies themselves will need to accept the lion's share of responsibility for the growing amount of leisure time which higher productivity makes inevitable—or take the blame for idle hours idly spent.



... with more than 25 million Americans participating in hobbies today, industry needs only harness the tremendous creative powers of its employees to add a valuable and varied hobby program to their overall recreation setup.



Industry's Program for People Who

ou *name* it. And industry's hobbyists can make it. In the United States today, there are more than 25 million Americans participating in hobbying of one kind or another, and the hobby industry is currently doing more than one-half billion dollars in business yearly.

According to the Hobby Industry Association of America, which now posts more than 1,100 firms on its membership roster, the tremendous growth of the industry in the past thirty years is not necessarily pegged to the fact that there are more kids now than there used to be.

Model railroad clubs and model aeronautics clubs, for instance, are filled with people over 40 years of age—many of them retired. In industry, hobby clubs are comprised primarily of people past the thirty year mark—"kids" at heart perhaps—reveling in the chance to do something creative with their hands.

If any significant social cause can be singled out for the growing amount of time hobbyists spend building and making things—it is the great increase in employee leisure time.

According to HIAA reports, the depression did as much as

anything to foster the growth of hobby projects. Man by nature is a restless, productive, creative individual and the hobbyist finds working on his project a "fun" way of working off frustrations.

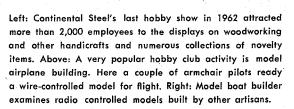
HIAA looks to the tremendous increase in employee leisure time (see "The Great Dilemma" elsewhere in this issue) as its ticket to future growth.

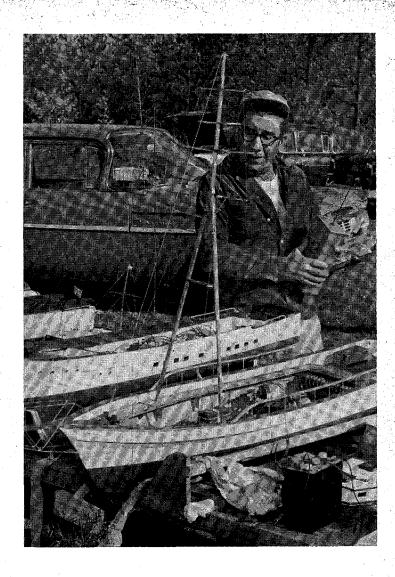
HIAA's first members were manufacturers of balsa plane models, but now includes producers and suppliers of plastic model kits, model railroads, model aeronautics, handicrafts, science kits, road racing, boats, and scores of other products.

Nearly everyone at sometime in his childhood has flown a balsa wood glider, or put together a model car or boat. Interest wains during the late teens and early twenties, but picks up again after age 25. Leisure creeps back into the family schedule once the family is on a sound footing—sometime after Dad turns thirty.

Model airplane clubs many times inspire young people to go into flying—an extension of their hobby. Sometimes as in







like to Tinker

the case of McDonnell Aircraft's model plane club (R/M, September '63), building models is the effect, rather than the cause of choosing a life's work. The McDonnell model plane builders are primarily engineers who spend their non-hobbying hours designing high-mach aircraft for national defense.

Keeping pace with the national increase in interest in hobbies are the nation's industrial recreation directors, who encourage and sponsor hobby clubs, hold hobby shows, and so forth.

Companies who have held hobby shows in recent years include the Tennessee Eastman Co., Kingsport, Tenn.; Philadelphia Electric Company, Philadelphia; Lockheed-California Co., Burbank, Calif.; Teletype Corp., Skokie, Ill.; Grumman Aircraft, Bethpage, N.Y.; Delco-Remy Div., GMC, Anderson, Ind.; The Boeing Co., Seattle, Wash.; North American Aviation, Columbus, O., and Continental Steel Corp., Kokomo, Ind.

At the latter firm, Verne Vaught, recreation director, prefers to hold his major hobby shows every three years. At the 1962 hobby show, more than 2,000 employees got the chance to attend and view the exhibits of 55 active hobbyists. Last year's show was the largest and most successful.

The Continental hobbyists displayed everything from woodworking to numerous collections of such items as glass baskets, guns, novelty tape measures, and antiques.

Throughout the two-day family program, a variety of entertainment was provided for the visiting employees and their families, including a unicycle, a juggling act, a magician act, the Continental male chorus, and even a SCUBA demonstration in a 1,200 gallon water tank.

Continental helps the hobbyists set up their displays, providing such things as paper, shears and incidentals, and the space needed for displaying them.

To publicise the show, Verne runs stories in the plant newspaper, and also produces a number of flyers for display on bulletin boards.

In all but the rarest of cases, recreation directors need do but little to encourage the formation of an employee hobby club. The hobbyists are there—one out of every seven Americans builds, collects, or tinkers with some sort of hobby. FIRST PRIZE: "Tennis Match"

A Trip to Paris For Sheldon Auerbach

winner of the NIRA photo contest for 1963 is Sheldon

Auerbach an employee of the Equi-

Auerbach, an employee of the Equitable Life Assurance Society, New York City. (See cover.)

NIRA will fly Sheldon, and a companion of his choice, on an all expense paid trip to Paris, later this year or early in 1964. Follow RECREATION MANAGEMENT for the details of the trip and a first-hand account of it.

Sheldon has been employed by Equitable since the time of his gradua-

tion from Thomas Jefferson High School in 1959. He is 22, single, and lives with his widowed mother in He Brooklyn.

Sheldon is an avid camera enthusiast and an active member of Equitable's Camera Club. He has won awards in the Metropolitan Camera Club Council, Business Camera Club Association, and in a nationwide Equitable contest.

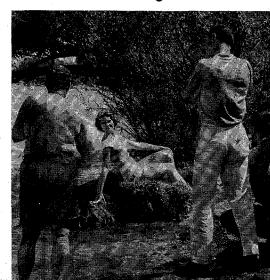
He used a 35mm single lens reflex camera to shoot the prize winning photo of an Equitable tennis player in action, capturing the excitement and spirit of the game in the process. A "slice of life" photographer, Sheldon excells in black and white photo work. He prints his own photos in the Equitable Camera Club darkroom.



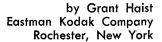
by F. W. Cook Teletype Corporation Skokie, Illinois

SECOND PRIZE: "Tuning Up"

THIRD PRIZE: "Posing the Model"









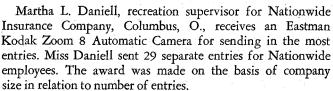






FOURTH PRIZE: "Employee Photo Display"

by Charles H. Orchard The Boeing Company Seattle, Washington





Brookhaven Angler Wins NIRA Derby

ean Campbell, who works in the physics department of Brookhaven National Laboratories, Upton, L. I., New York, the July salt water fishing champion in NIRA's 1963 Postal Fishing Contest, this month walked off with top overall honors in the event.

Dean's fifty pound striped bass amassed the highest number of points (685) in the history of the contest.

For his July prize, Dean received a merchandise award from the Shakespeare Co., makers of fishing tackle and other recreational equipment.

As the overall winner, Dean was to have made the trip to North Manitou Island, in Northern Lake Michigan—a fisherman's paradise—but he notified NIRA headquarters that he would be unable to make the trip for personal reasons.

G. A. Forrester, Martin Co., Orlando, Fla., winner of the June event, and NIRA's fresh water champion, substituted for Dean on the Manitou trip. (R/M will carry a report on that trip in its November number.)

In each of the fresh and salt water specie divisions, representatives of the American Fishing Tackle Manufacturers Association—which co-sponsors the annual event with NIRA—rated the fish in relation to the record catch in that category. In each category the record fish is rated at a possible 1,000 points.

Clifford A. King, recreation director for Martin Co., Orlando, Fla., submitted the highest number of entries, in relation to the size of his company. He will receive a merchandise award for this feat.

Listed below are the winners in the contest—by month and by specie:

JUNE CONTEST—Winners

FRESH WATER: G. A. Forrester, Martin Co., Orlando, Florida. 14 lb. Largemouth Bass— 629.21 total in points.

SALT WATER: Leander Reynolds, Martin Co., Orlando, Florida. 48 lb. Atlantic Sailfish—340 total in points.

JULY CONTEST—Winners

FRESH WATER: Richard Decorek, Ford Motor Co., Highland Park, Mich. 25 lb. Northern Pike—542 total in points.

SALT WATER: Dean Campbell, Brookhaven National Labs., Upton, L. I., N. Y. 50 lb. Striped Bass—685 total in points.

AUGUST CONTEST—Winners

FRESH WATER: John Panfil, R R. Donnelley & Sons Co., Chicago, Ill. 10 lb. 8 oz. Walleye—420 total in points.

SALT WATER: Harold H. Day, Martin Co., Orlando, Florida. 7 lb. 10 oz. Spotted Weakfish— 502.06 total in points.

FRESH WATER DIVISION

Bass, Largemouth (24 entries)—14 lb. G. A. Forrester, Martin Co., Orlando, Fla.

Bass, Smallmouth (5 entries)—6 lb. 4 oz. Harold Ransom, Consolidated Vacuum Corp., Rochester, N. Y.

Bluegill (7 entries)—1 lb. 5½ oz. Patrick D. Hamilton, Hamm's, St. Paul, Minn. Catfish, Channel (4 entries)—16 lb. 4 oz. Coleman Augustine, Sr., Delco-Radio, Kokomo, Ind.

Catfish, Bullhead (1 entry)—3 lb. 14 oz. D. B. Fidler, Martin Co., Orlando, Fla.

Catfish, Blue (2 entries)—25 lb. 12 oz. Paul McLean, Martin Co., Orlando, Fla.

Crappie, Black (4 entries)—2 lb. 4 oz. Otto Wolf, R. R. Donnelley & Sons Co., Chicago, Ill.

Crappie, White (1 entry)—15 oz.
Judith Andrews, McCall Corp., Dayton, Ohio

Muskellunge (3 entries)—27 lb.

Joseph Parker, City of Toledo, Owens-Illinois,
Toledo, Ohio

Northern Pike (9 entries)—25 lb.
Richard Decorek, Ford Motor Co., Highland Park, Mich.

Perch, Yellow (3 entries)—1 lb. 12 oz.
Trinidad Flores, R. R. Donnelley & Sons, Chicago, Ill.

Trout, Brook (2 entries)—2 lb. 9 oz. Harold Webster, Allen-Bradley Co., Milwaukee, Wis.

Trout, Brown (1 entry)—1 lb. 4 oz.
Gerald Chadderdon, Martin Co., Orlando, Fla.

Trout, Rainbow (2 entries)—3 lb. 1 oz. Kenneth Iler, Owens-Illinois, Toledo, Ohio

Walleye (9 entries)—11 lb.
R. R. Anderson, Dow Chemical Co., Torrance, Calif.

SALT WATER DIVISION

Bluefish (4 entries)—5 lb. 6 oz. Orland J. Bauer, Martin Co., Orlando, Fla.

Bonito (5 entries)—17 lb. Hank Thompson, Martin Co., Orlando, Fla.

Dolphin (1 entry)—6 lb. P. Rudakas, R. R. Donnelley & Sons Co., Chicago, Ill.

Flounder, Summer (1 entry)—2 lb. 9 oz. D. B. Fidler, Martin Co., Orlando, Fla.

Kingfish (7 entries)—24 lb. 8 oz. Leander Reynolds, Martin Co., Orlando, Fla.

Sailfish, Atlantic (10 entries)—52 lb. Joseph Crockett, Martin Co., Orlando, Fla.

Sailfish, Pacific (1 entry)—121 lb. 3 oz.

Joe Timberlake, Texas Instruments, Dallas, Texas

Weakfish (1 entry)—1 lb. 4 oz. Alice Thompson, Martin Co., Orlando, Fla.

Spotted Weakfish (13 entries)—7 lb. 14 oz. L. Joe Whitman, Martin Co., Orlando, Fla.

Striped Bass (2 entries)—50 lb.
Dean Campbell, Brookhaven Natl. Lab., Upton,
L. I., N. Y.

Tarpon (2 entries)—60 lb.
Raymond L. Starr, Martin Co., Orlando, Fla.

Yellowtail (1 entry)—14 oz. Nick Narushko, Martin Co., Orlando, Fla.

NIRA leusletter

NIRA To Host 1964 Industrial Golf Championships at Purdue

The dates of August 15-16, 1964, have been reserved at Purdue University, Lafayette, Ind., for the 19th Annual Industrial Golf Championships under the sponsorship of the National Industrial Recreation Association. After more than 18 years of successful sponsorship of the event, Goodyear Tire & Rubber Company, Akron, O., has turned the championships over to NIRA. Former tournament manager, Ray Detrick, of Goodyear's recreation staff, is retiring from the tournament this year.

Don Neer, executive director of NIRA, in announcing the 1964 dates indicated that few changes would be made in the tournament format with the exception that it would be set up as a nationwide event and called the National Industrial Golf Championships.

Under Dietrick's leadership the annual August classic has grown from ten to more than 100 industrial teams.

This year 93 teams from seven states competed in the 36-hole tournament in A, B, and C classes.

Medalists and top teams in each division are as follows:

MEDALIST

- A—Carl Kushin, Westinghouse Electric (77-73)—150
- B-John McGohan, Standard Register #1 (80-73)-153
- C—Bob Dineen, Standard Register #2 (85-84)—169

TEAM

- A-1-Westinghouse Electric, Mansfield, Ohio-620
 - 2—Goodyear Tire & Rubber, Akron, Ohio—633
 - 3—Ford Motor Co., Dearborn, Mich.—637
 - 4—Thompson Ramo Wooldridge, Cleveland, Ohio—640
 - 5—Brunswick, Cincinnati—642
- B—1—National Homes, Lafayette, Ind. #1—661
 - 2—Fansteel Metallurgical, No. Chicago, Ill.—665
 - 3—Mosler Safe, Hamilton, Ohio—

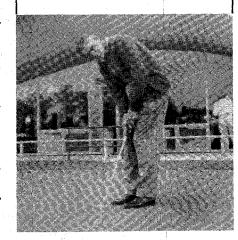
- C—1—Allis-Chalmers, Norwood, Ohio
 —680
 - 2—National Homes, Lafayette, Ind. #2—699
 - 3—Standard Register, Dayton, Ohio #2—701

MANAGEMENT

R. Mysher, Sinclair Refinery, East Chicago, Ind.—73

Hank Sopka, Thompson Ramo Woold-ridge, Cleveland, Ohio—76

GOLF CHAMP



Carl Kushin, 49 year old enameler from Westinghouse Electric Co., Mansfield, O., shows the putting form that helped him shoot 77-73 for 150 medalist honors at the 18th Annual Midwest Industrial Golf Championships at Purdue University in August.

NEWS FROM IRC AFFILIATES

Top activity of the month in the Grant Park Recreation Association—a group of 40 Chicago companies—was the Softball Victory Banquet, at which 10 new members were added to the softball division of Chicago's Sports Hall of Fame. Chicago claims—not without some justification—to being the "16-Inch Capital of the World," and the Grant Park group is particularly active in the game.

Just released this month are the statistics of participation in the Milwaukee County Industrial Recreation Council activities. Top activities for the year included bowling with 3,775 employees of member companies participating, and softball, with 1885. Basketball was third in participation with 610, and trap-shooting posted an amazing 550 employees. Total participation was a whopping 7,900.

San Diego's Industrial Recreation Council told plans at its September meeting for a tour to South America. Cost of the tour—a 24-day jaunt—will be \$1,046 per person. Plans are also progressing well for the NIRA Western Conference in Feb. '64. Other recent activities include charm classes, a fall tennis tournament, and a 20 per cent discount rate on tickets to the American League All-Star Football game.

RECREATION ROUNDUP

More than 200 State Farm (Bloomington, Ill.) golfers braved inclement weather on a recent Saturday at a company-sponsored golf outing. Breakfast was served them at a local pancake house, cards and dinner filled up part of their day, and alas, some even found time between showers to get in a few licks on the links.

The North American Aviation Players, a thespian group at NAA's Columbus, O., location, will present "The Tunnel of Love" this winter on the Otterbein College campus. First edition of *The Masque*, the Players' private publication, was distributed this month.

At the end of the 12-week, eightteam plant golf league of McCall Corp., Dayton, O., the "Douglas Fords" locked clubs with the "Cary Middlecoffs" and a play-off game became necessary. But in the showdown contest, it was the Fords by one team stroke.

General Electric's Nela Women's Duplicate Bridge Club began its 196364 season at the company's Cleveland (O.) location recently. Membership in the club is extended to all women employees and to the wives of male employees. A membership fee of 25 cents is charged, plus a 35 cent fee for each evening of play.

Games, contests, hikes, swimming and plenty of eats were on the agenda for the day at the GCRA Children's Day Camp—a Chemstrand employee's project at Greenwood, S.C., this summer. Prior to the day of the camp, employees picked up tickets for their children. Four age groups (4-6, 7-8, 9-10, 11-12) participated in the camp, and winners received prizes.

Northwestern Mutual Life, Milwaukee, Wis., regularly holds golf outings for its women employees. Thirty-six regulars and ten substitutes in all belong to the Girl's Golf Club this year. The club's 14-game season is scheduled to run through September.

More than fifty determined Tokheim (Fort Wayne, Ind.) anglers participated in the company's fifth Fish-A-Rama, at nearby Lake James. The turnout reportedly was much larger than expected and the kick-off had to be postponed for an hour because of a difficulty in obtaining a sufficient number of boats.

A sampling of recreation services at the San Francisco Naval Shipyard, shows a great degree of imagination and a high percentage of participation on the part of employees. A schedule of daily movies is published once a week. Workshops in various crafts are held once a week. A ticket service is operated in the special services office, and a full-fledged schedule of athletic activities is constantly going forward.

With 44 employees entered in the competition for talent show honors at the annual picnic of Martin-Denver Co., Division of Martin-Marietta, the show was assured a success. Winners received \$200 in cash. Martin-Denver hosts one of the largest employee picnics among NIRA-member companies. (15,000 in 1963.)

The touch footballers are organizing for their 1963 season and one NIRA-member organization which sponsors a team this year is the Department of Agriculture in Washington, D.C. It will compete against other teams composed of civil service employees from D.C. bureaus.

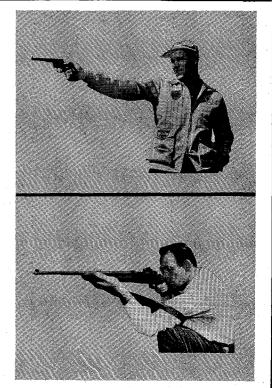
The Hughes Aircraft tennis team wound up league play tied with North-rop Corp. in an industrial tennis league for the Los Angeles area.

SHOOTING IS FUN!

For a safe recreational activity both relaxing and challenging, join the 250 Industrial Clubs now conducting shooting leagues and matches. Complete step-by-step information on how to get started with a National Rifle Association shooting program is available by writing to the address below.

You will receive literature explaining how to organize, plan for a range, obtain equipment, certify instructors, initiate programs and issue awards.

Shooting is one of the few sports in which both men and women can participate on an equal basis. Through leagues, tournaments, qualification programs and practice matches, employees can enjoy year 'round shooting fun.



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EMPLOYEE TRAVEL ACTIVITIES

General Electric employees left Cincinnati for a European Jet Holiday in mid-summer. Highlights of their trip included stopovers in London, Paris, the Riviera, Rome, Lucerne, the Rhine River Valley, and Copenhagen. Price tag on the three-week tour was set at \$839.

A Republic Aviation tour left Farmingdale, N.Y., for a week's jet tour of the Carribean. Reservations are also being taken at this time for a later tour of Europe. The latter tour, which lasts three weeks, is open only to employees with 10 years of service or more.

Summer travel activities by employees of McDonnell Aircraft Corp., St. Louis, included junkets to Europe, Hawaii, Jamaica, and four Carribean cruises.

Employees of Jet Propulsion Laboratories, Pasadena, Calif., were planning a trip in early summer to Alaska, via Alaska Airlines. Cost of the trip (all expenses included) from Los Angeles was \$499.

The employee association of Penn Mutual Life Insurance Co., Philadelphia, sent two boatloads of deep sea fishing enthusiasts out this summer. Both trips left from a dock in Atlantic City, 60 miles southeast of Penn Mutual.

Tours are available at group rates to employees of B. F. Goodrich, Akron, through the recreation department. Three bus trips were arranged this summer, including two 16-day tours with stops in Niagara Falls, Quebec, New York City, and Washington, D.C.; and a nine-day trip including Niagara Falls, West Point, Valley Forge, and Annapolis.

Bell Telephone Labs, Murray Hill,

N.J., sent two flights to Southern Europe this summer, including a 24-day jaunt priced at \$722 and a 17-day tour costing \$639. Prices included air transportation, hotel rooms, meals, tips, and all sightseeing.

One of the prime advantages of working for a company in the travel business, Trans World Airlines recently pointed out to its employees, is free and reduced rates on transportation. During 1962, for example, almost 200,000 boardings were made by TWA employees and their families for vacation and personal trips. This amounted to an astronomical 2 million miles of travel for employees and families. The company declined to put a price tag on this fringe benefit.

A tour of Europe for Lockheed employees leaves Burbank, Calif., in October for a transpolar flight to London and returns three weeks later on a polar flight from Paris. Air fare is \$575 each.

United Bank of California, Los Angeles, is sponsoring a late fall tour of the Orient for its employees. Trip leaves Nov. 2 and returns Nov. 24. Cost is \$995.

A bus load of women employees from Inland Manufacturing Division, General Motors, in Dayton, O., traveled to Louisville, Ky., for a fun-packed weekend this summer. In September, the girls traveled to Cincinnati to watch the Reds play the Cardinals.

Employees who begin memberships in the Kaiser Employees Club by Nov. 2, 1963, are expected to be eligible for a tour leaving Oakland on May 2 and returning May 24, 1964. Cost of the trip, which includes three days in Bangkok, three days in Singapore and seven days in Hong Kong is \$1,235.

Ford Motor Co., Detroit, recently noted that one of its employees, Raymond Trudeau, had logged more than 60,000 miles with company-sponsored tours since 1956. He visited 20 foreign countries and Hawaii and four continents.

Grumman Aircraft is planning three trips for 1964: one to Puerto Rico, another to Hawaii, and a third—because of numerous requests—to Europe.

Old John had the right idea



It's unwise to pay too much...but it's worse to pay too little. When you pay too much, you lose a little money... that is all. When you pay too little, you sometimes lose everything, because the thing you bought was incapable of doing the thing it was bought to do.

The common law of business balance prohibits paying a little and getting a lot. It can't be done. If you deal with the lowest bidder, it is well to add something for the risk you run. And if you do that, you will have enough to pay for something better.

-JOHN RUSKIN



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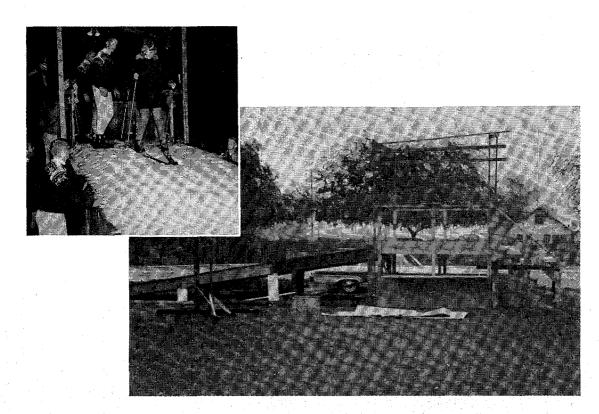








EDE A. Clinic



Why Wait Idly for Winter Snows?

The Southern California skier waits long and travels far to get to skiable country, but Lockheed Aircraft's skienthusiasts at the company's Burbank, Calif., plant get the jump on Mother Nature through lessons in "dry skiing" offered by LERC's Win-Sum Ski Club.

The ski lessons are held in two sessions. The first convenes in an auditorium and discusses the basic skiing terminology and techniques. An instructor gives an elementary demonstration.

The second session, complete with equipment rented at a nominal fee from a local ski shop, takes place at LERC's Robert Gross Park. The shop also provides the instructors for this session.

At the second meeting, brand new "snow bunnies" get the chance to maneuver for the first time the two cumbersome boards attached to their feet. At first they manipulate them on the lawn, then proceed to the ramp for their first downhill trip on skis.

Like many of the clubs at LERC, the Win-Sum Ski Club operates on a limited budget. So the ski run had to be built by the club members themselves with whatever materials they could scrape together.

OCTOBER, 1963

In the three years Win-Sum has sponsored their "dry land school" they have constructed three different ramps: a four-foot ramp with a twenty-foot runway—usable but inadequate; a seven-foot ramp with a fifty-foot runway, which proved to be too steep for the beginner, and a five-foot platform with a forty-foot runout—the most successful combination yet.

By chance the club was able to locate a discarded six-anda-half by eight-foot speaker's platform which was exactly five feet high. It provided an ideal launching pad for the downhill run.

The ramp itself was constructed of approximately 400 board feet of 2x12" and 2x4" lumber for framework and bracing, and eight discarded ping pong tables laid side by side to provide a base for the snow. The original steps of the speaker's platform facilitates ascending the ramp.

Six tons of crushed ice is what the club currently uses for snow coverage. It serves its limited purpose well and provides no cleanup problem.

Summer or winter, on man-made or natural mountains, LERC's enthusiastic snow bunnies now go merrily "shusshing."

CLASSIFIED

RATES: regular type—15 cents per word; bold face type—25 cents per word. Copy must be received by the 5th of month preceding issue in which ad is desired.

POSITIONS WANTED

Man with excellent background and education in recreation, teaching, and public health seeks responsible position in industrial recreation. Masters from Oregon State. Married. One child. Salary open. Box #86—RECREATION MANAGEMENT

Young man with background in coaching and education seeks position in industry as director of recreation. B.S. in physical education and recreation. Single. Age 22. Salary open.

Box #76—RECREATION MANAGEMENT

POSITIONS WANTED

Recreator, 39 years of age, 16 years in municipal parks and recreation with last seven years as chief administrator. B.S. degree in physical education and recreation with M.E. degree in administration. Experienced in personnel management and public relations. Married, two children. Salary open. Resume furnished upon request.

Box #90—RECREATION MANAGEMENT

Young man with background as recreational therapist desires position as recreation director in industrial firm. B.S. in psychology. Age 24. Married, one child. Salary, \$7,000-8,000. Available immediately.

Box #79—RECREATION MANAGEMENT

ICE BREAKER

NEW Ice Breaker—Use Personal Name Patches. Any first or nickname. 4" red and white felt shield. Instant stick. Sample 35¢. 3 for \$1.00. American Knitwear & Emblem Mfrs., Dept. RM, Plaistow, N. H.



PUNT, PASS, AND KICK. A group of "old timers" busy making final preparations for an annual fall program for youngsters. George McLowry (second from left), fleet manager of McCormick Place Motors, is shown discussing the Punt, Pass, and Kick contest for boys aged 8 through 11 with Dr. Bill Osmanski (second from right), former Chicago Bears' star, and Johnny Lattner (right), former Notre Dame All-American, who is serving as PP&K coordinator. Looking on is NIRA's executive director, Don L. Neer. The PP&K contest is co-sponsored annually by the Ford Motor Company and the National Football League. Boys interested in PP&K can sign up for the competition at their local Ford dealer.

R V RECREATION READING

Fitness

ADULT PHYSICAL FITNESS/Superintendent of Documents, Washington, D. C. 20402.

An excellent pamphlet for adults under and over forty years of age, both men and women. Tells how to get in shape and how to stay that way. At 35c per copy it could be a valuable addition to your lending library in bulk.

Recreation

THE THEORY OF PLAY AND RECREATION / by Allen V. Sapora and Elmer D. Mitchell. The Ronald Press Co., 15 East 26th St., New York 10. \$6.50

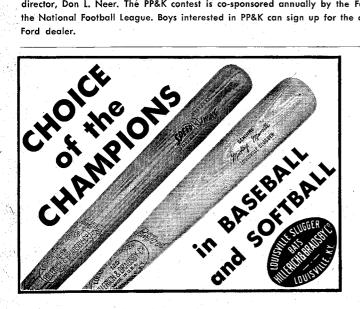
The third edition of this outstanding basic text on recreation, this book is intended to acquaint the student with the development and significance of the play and recreation movement, as well as with the organization and administration of various community leisure-time activities and services.

The importance of recreation in modern society is investigated and the benefits to be derived by individuals and groups are discussed.

Build your recreation library with selected volumes listed monthly in RECREATION MANAGEMENT.



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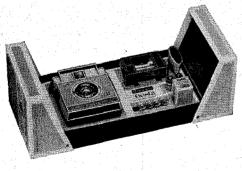
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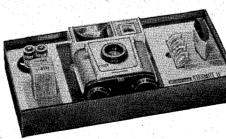
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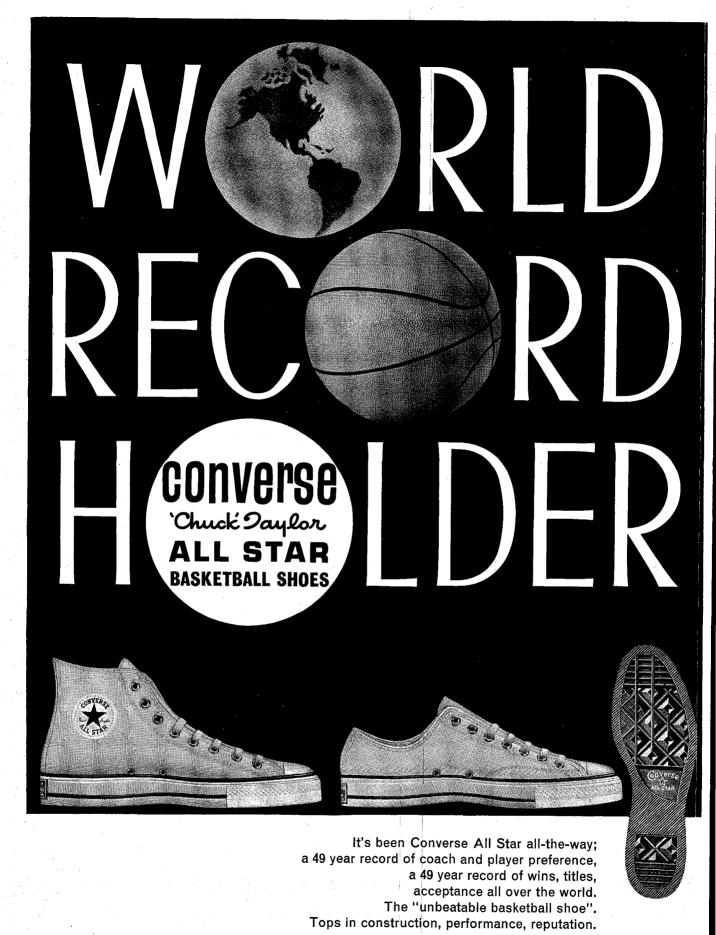
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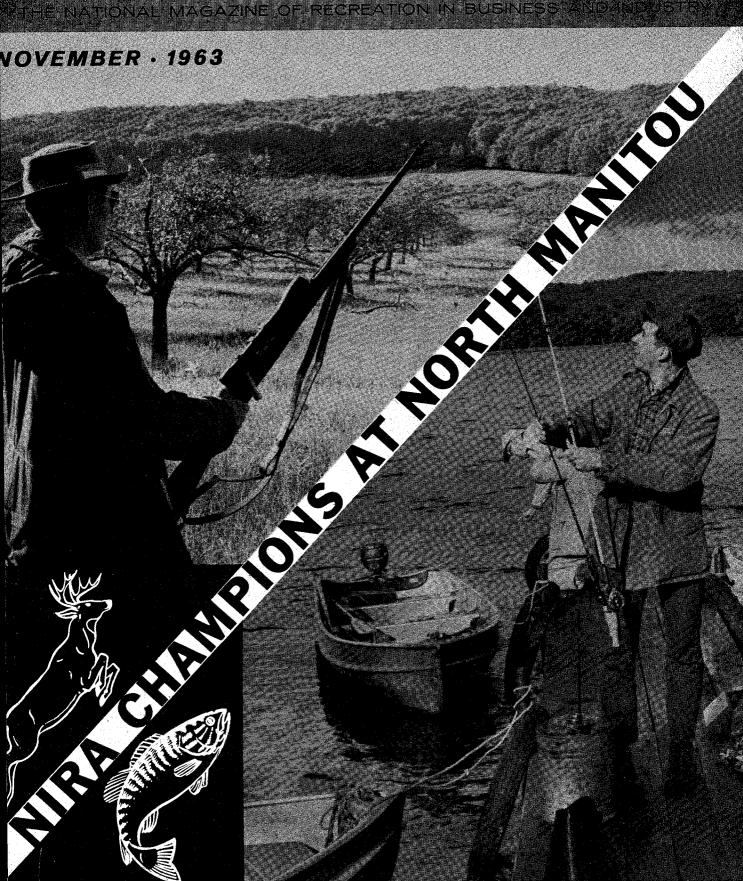
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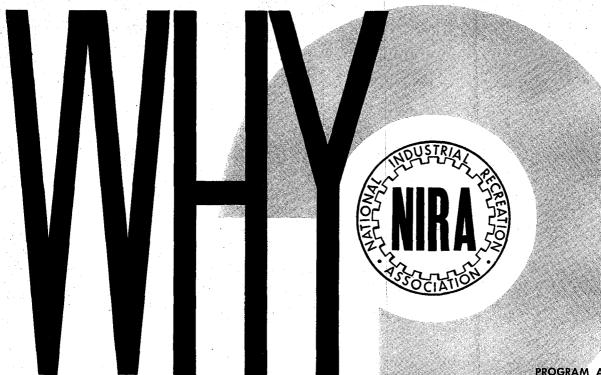
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THE NATIONAL MAGAZINE OF RECREATION IN BUSINESS AND AND VISI





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PROGRAM AIDS

NIRA offers a series of "how to" manuals, pamphlets, and booklets, including Standard Sports Areas, on the many phases of recreation management.

RESEARCH

NIRA surveys are valuable indices for the industrial recreation director to measure his programs against, and point the way to new ideas and trends in employee recreation.

PERIODICALS

Ten times a year you will receive RECREATION MANAGE-MENT, NIRA's own news and feature magazine. Included are the NIRA Newsletter and Idea Clinic to help you build your program.

CONTESTS

To help increase employee participation, NIRA annually promotes national contests in the following fields: Bowling, Golf, Rifle-Pistol, Bridge, Fishing, and Camera. An employee of your company could win a trip abroad, or a valuable merchandise award.

CONFERENCES

NIRA sponsors regional, as well as national conferences, where those responsible for employee recreation meet to exchange ideas and work out their common problems.

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NOVEMBER 1963

Volume 6, Number 10

T. Y. "Denny" Wu, NIRA's Olympic-calibre shooting champ, tells the story of his trip to North Manitou Island, with Alex Forrester, NIRA's fresh water fishing champion.



Kecreation

THE NATIONAL MAGAZINE OF RECREATION IN BUSINESS AND INDUSTRY

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signs of the times...

3M COMPANY DEVELOPS "DRIP DRY DIRT." Minnesota Mining and Manufacturing Co. has developed a synthetic resin which shows considerable promise for many athletic uses and children's playgrounds. In tests it withstands sun, wind, rain, and snow—in temperatures from 110 above to 40 degrees below zero. Intalled on a race track, all but two of the nine race winners trotted the fastest mile of their careers the first night. Use of the material in track events could also cause a shake up of the record books. At Central Park in New York City, the material is used around playground equipment to protect youngsters from bumps, scrapes and bruises caused by falls.

WEIGHT LIFTING AT SEVENTY. At 70, most men slow down considerably. If they're bugs on physical fitness, they go in for nothing more than swinging a golf club or maybe casting a fly line. But a Pitts-burgh retiree of the Westinghouse Corp. doesn't see it that way. Formerly on the Westinghouse security staff, he still tosses 200-and 400-pound bar bells around with aplomb. He does admit to slowing up just a bit of late though. He used to pull trolleys at exhibitions and let an occasional auto run over his neck.

FOOTBALL FATALITIES REMAIN STATIC. With the 31st Annual Survey of Football Fatalities just completed by a committee chaired by Dr. Floyd R. Eastwood, NIRA's first president, the value of the death study was more evident than ever. 1931 was an especially bad year for football fatalities, with the death of a West Point cadet spearheading the establishment of the survey. As a result of their first four years of study, several rule changes were made (among them setting the goal posts ten yards behind the goal line.) Fatalities are fewer now than during the 1920-1935 era but have remained in the 13 to 19 category for the last 15 years. Thirty one died in 1931.

AVERAGE BUSINESS LETTER COST. In 1962, according to a recent survey put together by the Dartnell Corporation, the average business letter cost its writer \$1.97. This year, individual letter costs might go over \$2. According to the National Office Management Association a "simplified" letter format which it has designed can save correspondents thousands of dollars. A Texas company, for example, claims the NOMA letter resulted in stenographic savings of more than \$6,000.

COST OF AN ADDED NATIONAL HOLIDAY. Government sources said last month that the cost of an added national holiday to employers and governmental agencies would probably hit \$1 billion in wages. Best estimates peg the government's share of the bill at more than \$70 million, while industry would pay \$900 million. At present there are five proposed new holidays.

BIG YEAR IN THE CARIBBEAN? Travel mentors are predicting big things for the Caribbean this year, during the traditional travel season there—Dec. 1 to Mar. 15. The ships, planes, and posh hotels are all preening for the crowds. Big innovation this year will be with the superliners, which last year tried island cruises with much success. Queen Elizabeth, United States, and France all have their compasses set for regular West Indies runs, December through February. Most airlines also report revved up Carribbean schedules for the winter.

STATEMENTS OF THEIR CONVICTIONS ABOUT THE VALUE OF RECREATION FOR THE AMERICAN WORKER BY THE NATION'S CIVIC AND BUSINESS LEADERS

The Role of The Supervisor In Recreation

by Edward J. Hoechst Director, Industrial Relations Standard Packaging Corp.

Tor both supervisors and employees, the primary goal of a company recreation program is enjoyment. But for a supervisor, it's also an opportunity to get together with his subordinates, and ultimately do a better job in his department.

For one thing, it gives subordinates a chance to know him better as a person, rather than as just "the boss." On the other hand the supervisor will get a fuller picture of them as individuals.

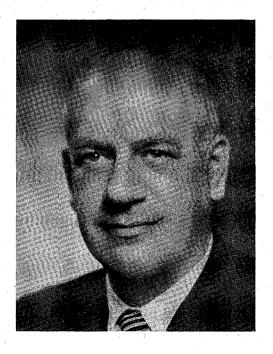
For example, he'll see what they can do when they are in situations calling for leadership and organizational ability—and this can help guide him when he's recommending employees for advancement to more responsible positions.

Informal contacts can also help the supervisor get through to employees with whom he's had difficulty communicating. An employee who has seemed indifferent on the job may respond to the exuberance and good fellowship of recreational activity. This enthusiasm can carry over to his job and his relationship with his supervisor.

On the other hand, an employee who continually maintains that if only he were the boss he could increase profits 500 per cent may reveal on the softball field that he is insecure and in need of reassurance.

This doesn't mean that the supervisor should consider company recreation activity simply an extension of his job. Supervisory authority should be left behind. The supervisor shouldn't, however, lose sight of the fact that the way he behaves at these informal get-togethers can affect his working relations with his subordinates. Here are some guidelines for the supervisor to keep in mind.

- Be yourself. Don't feel you have to be hearty if that isn't your personality.
 - Don't act as if it's pretty decent of you to forget your



title and become one of the boys.

- On the other hand, don't try to ingratiate yourself with your subordinates by implying that you really never wanted to be a supervisor in the first place.
- Just because you are a supervisor, don't be the takecharge guy during recreational activities. Try to leave team captaincy and most of the decisions to subordinates.

Company recreation programs have expanded greatly in recent years. There are a myriad of activities, but most programs include bowling as their stable ingredient, since it attracts wide participation, costs little to run, and can be managed by the employees themselves.

For a company without a recreation program bowling is probably the easiest type of activity to begin. Employees themselves locate lanes for their leagues, pick the times, keep all records, collect from players, pay the bowling fees, and deposit money in the prize funds.

A supervisor who joins a league doesn't have to run it—in fact it's better for him not to.

Most companies with recreation programs encourage their supervisors to join in. According to Bruce Jagor, former vice chairman of the board of Seeburg Corporation, Chicago, there are four reasons why such participation should be practical as well as enjoyable.

- 1. Any strained relations between supervisors and subordinates are usually eased when they join together in a recreational activity.
- Improved morale can lead to increased employee productivity.
- 3. Combined employee/supervisor recreation develops teamwork that will carry over to the job.
- 4. Regular sports activities help a supervisor keep physically fit and at the peak of his efficiency.



When Industry Enacts the Spirit

If there's one event in the recreation director's year which draws out employees en masse, it's the annual Christmas party. More important, it draws out families.

This being a special kind of occasion on the recreation calendar, the recreation director, if he is average, will spend a considerable portion of his annual budget on gift packages, refreshments, decorations, entertainment, and the like.

NIRA surveys indicate, in fact, that the annual Christmas party vies with the plant picnic as the single most expensive item on the budget.

It's not unusual for a NIRA-member firm to spend \$2,000, \$4,000, or even \$10,000, for gifts and favors to distribute to their employees' children at Christmas time.

Take the E. I. du Pont de Nemours & Co. plant at Aiken, S.C., as an example of a company which hosts a typical—and successful—children's Christmas party. Tony Orsini is recreation director at "the Savannah River Plant" for approximately 6,500 du Pont employees. (Though only 3,500 belong to the all-voluntary recreation association.)

Dues in the association are \$1 per year and help pay for extras like the Christmas party, though the recreation associa-

tion's greatest source of revenue comes from the operation of soft drink vending machines on the plant premises.

No admission is charged for the children's Christmas party. Admission is controlled by limiting children to the number shown on the parent's membership card.

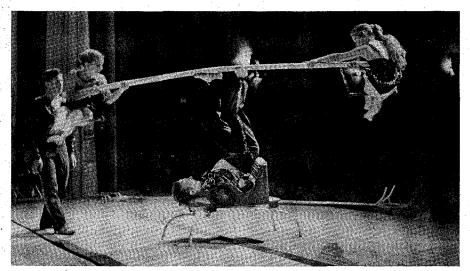
About 3,300 children attended the du Pont party in 1962. (Actually, Orsini confesses, the party had to be held simultaneously at three separate locations near the Savannah River Plant in order to accomodate the large crowd.)

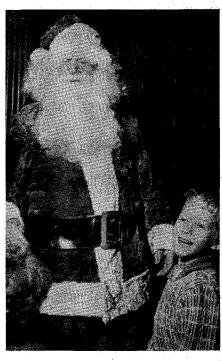
Total cost to the recreation association was about \$2,300. Breaking down the expenditures into smaller categories, the association figures that entertainers cost them \$900, candyfilled stockings, \$1,080, with the remainder going for auditorium rental and miscellaneous items. Orsini figures the cost per child at about 69 cents each.

A central committee of 18 association members co-ordinated the du Pont affair and acted as doormen at the party.

One of the central events at every children's Christmas party is the passing out of gifts by Santa. With the lines of lap sitters growing larger each year, good organization and planning is more essential now than ever before. The older folk—not the kids—get restless. (See *Idea Clinic* elsewhere in this issue,

Scene at left could be typical after-school gathering of grade school children in winter, but is actually a group of Kohler Company employees' children, enroute home after annual Christmas party. Kohler hosted 4,500 in 1962. Most company Christmas parties now include some form of children's entertainment, like the circus act below. It's still the chubby gentleman with the fuzzy beard (at right), however, who really packs the galleries with delighted kids.





of Christmas...

where Roy E. "Pop" Ellington tells how he revamped the Kaiser Christmas party for more efficient operation.)

Playing Santa to a bunch of kids is one of the recognized ways companies have of ingratiating themselves with their employees. No one is entirely justified in accusing today's management of such pragmatic goals, but many firms do feel that Christmas presents them with a rare opportunity to break down the cold and impersonal image they have gained simply by virtue of being "big businesses."

Across the country, the story is the same. The Allen-Bradley Co. recreation department won praise from the company president for its handling of the employees Christmas party in 1962. They posted an attendance of well over 11,000 Milwaukeeans, roughly half of them children.

Allen-Bradley packed a total of 6,295 bags, each weighing about 7 lbs. The bags were filled with candy, nuts, fruit, and other goodies

Employees of Ling-Temco-Vought, Inc., Dallas, attended their Christmas party to the tune of 18,000 people in 1962, and more than 11,000 gifts were passed out to the children. In the true spirit of Christmas, the LTV people included hundreds of children from Dallas orphanages in their plans.

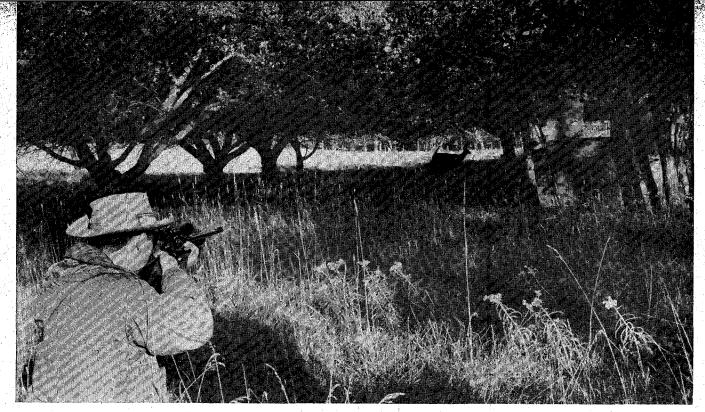
Great-West Life Assurance Co., Winnipeg, Canada, annually hosts two children's Christmas parties, one for employees' children, and the other for scores of underprivileged children from the area. Games and cartoons are the order of the day, and Mr. Claus drops around for a visit late in the afternoon.

"We handed out an average of 25 gifts and 25 candy canes every minute," said a somewhat exhausted official of the Lockheed Employees Recreation Association after last year's party, "and it still took us six hours to process the 9,000 children who attended our party in Burbank (Calif.)"

In Kohler, Wis., the Kohler Co. hosted 4,500 in 1962. The main attraction, of course, was Santa, but a top flight schedule of circus performers came in a pretty good second in the attention-grabbing department.

More than 7,000 children enjoyed the Carrier Corp. annual Yule fling at Syracuse, N.Y.; Crouse-Hinds, also in Syracuse, hosted 2,900, and Inland Steel, East Chicago, Ind., 14,000.

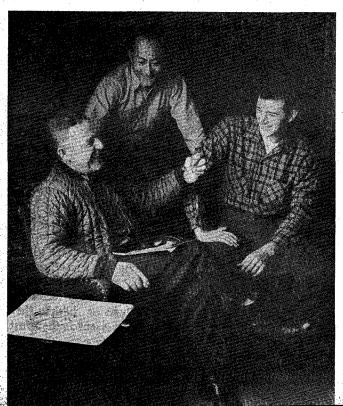
And so it goes the nation over, as again industry's recreation directors brace themselves for the millions of children they will play Santa to this year when industry re-enacts the spirit of Christmas.



Denny Wu zeros in on young buck that "spooks" just as the hunter discovers him in late afternoon on North Manitou Island. Deer was in search of apples in a large abandoned orchard near the island's center.

Our Trip with NIRA to North Manitou Island

(L to R) Marv Fleuring, manager of the island, chats with Denny and Alex after hard day of tracking game on the island. Marv fights varmits, the weather, and an occasional poacher to keep North Manitou wildlife in good shape for hunters and fishermen.



by T. Y. "Denny" Wu

ou can get there by boat, but I think I prefer the 42-mile hop we made from Traverse City, Mich., to North Manitou Island by air. As NIRA's rifle champion, I was on my way with Alex Forrester, NIRA's fresh water fishing champion, to an all-expense-paid hunting and fishing weekend on the island.

Even in a one-engine plane, an air trip to the island's 3,750 foot grass landing strip seemed better than crossing the choppy strait between Manitou and the mainland by mailboat. They told us more than one hearty outdoorsman had lost his lunch on those waters.

From the air Lake Michigan looks calm enough until the pilot reminds you of your altitude and tells you the lake can whip up a big storm in nothing flat. As you get close to the strip, he'll also probably point out the spots where two big freighters went down in heavy seas and are still visible on the sandy shoals off Manitou.

North Manitou looks wild from the air, considerably less cultivated than the mainland across the straits—even though that section of Michigan's lower peninsula affords some of the best hunting and fishing in the Midwest.

The island has roughly 30 miles of shoreline and more than 15,000 acres of land altogether. Perhaps less than five per cent of the island—exclusive of several excellent beaches—is cleared land. The rest is dense forest.

In the center of the island is a 254-acre lake which is one of the best smallmouth bass fishing spots in the North Central



Right: Converted Coast Guard barracks supply North Manitou hunters and fishermen with excellent quarters to relax in after vigorous day in quest of game. Below: Members of the NIRA party that accompanied Alex Forrester (second from right) on trip help him prepare for a day's fishing on Lake Manitou.



section of the United States.

As we hopped out of the Cessna onto the Manitou sod, Alex told me he was anxious to have a crack at Lake Manitou. "I've never been further north than Columbus, O., before," he said, "and I want to see what these northern smallmouth are really like."

Soon after we landed, we started asking the guides about Manitou's fabled hunting and fishing. Bit by bit we gathered most of the hunting and fishing facts we would need for the weekend—and a lot of the local lore as well.

Manitou is covered with birch, beech, aspen, and a variety of other trees, but is noted for its tall maple which are logged for Brunswick Corporation and fashioned into bowling lanes.

In fact, logging is the oldest commercial enterprise on the island. In the era of the woodburners that plied the Great Lakes around the turn of the century, the forests on North Manitou were a major source of fuel.

North Manitou has some of the finest deer forests in the Upper Midwest. The island is pock-marked with "pot holes" where the deer hide out in bad weather. There are a couple of large old apple orchards on the island. Once commercial, today they are left solely to the deer—with a choice few apples finding their way into an occasional pie by Arlene Fleuring, wife of the island's manager.

In the evening, you can see the deer glide out of the forest into the meadow, and finally under the trees in search of fallen fruit. (Continued Next Page)

Story Behind the Trip

This is the story of a hunting and fishing trip awarded to T. Y. "Denny" Wu, an engineer in Ford Motor Co.'s carburetor division near Detroit, and Alex Forrester, a draftsman with the Martin Co., Orlando, Fla. Denny was NIRA's 1963 rifle shooting champion and Alex won fresh water honors in the 1963 NIRA Postal Fishing Contest.

On a weekend in late September, 1963, they made the trip to North Manitou Island, in Lake Michigan, a hunting and fishing paradise.

Accompanying them on their trip were a number of sports world figures and NIRA contest administrators. They include: Chuck Casper, president of Ford Motor Co.'s gun club; Ev Hames, sales manager, The Shakespeare Corp. and a trustee of the Angell Foundation; Andy Boehm, executive secretary, AFIMA (cosponsor of the NIRA Postal Fishing Contest); John Zervas, who coordinated the fishing contest for AFTMA and NIRA; Bill Laurent, advertising manager, Shakespeare Corp., and Don Neer, executive director, NIRA.

(continued from page 9)

Twenty-five years ago there were no deer on the island at all. Most of the island was then owned by The William R. Angell Foundation, a non-profit organization named for the late president of Continental Motors. Today the North Manitou Island Association manages the island for the foundation.

In 1941 the foundation set a small number of deer loose on the island. They have prospered under the more-than-casual care of North Manitou's game keepers, until today there are an estimated 2,000 of them running through the thickets and hiding in the forest heartlands.

To help the herd through the winter the association feeds more than 65,000 pounds of special-formula pellet annually. More than 30 feeding stations are spotted around the island and the deer come from hiding to feed at them when natural food is scarce.

Still, in an average year, at least 75 deer will die as a direct result of the winter—most of them in March when their resistance is low. Several years ago, more than 500 deer died in an exceptionally hard winter.

Lake Manitou affords the conservationist an unusual opportunity to study the habits of fish—as the island's forested sections do other wildlife studies. Both present a completely "controlled climate." Probably fewer than 150 fishermen come to the island yearly, and poaching is virtually unknown.

The Michigan Department of Conservation has long had Manitou under observation, and the lake is probably one of a select few in the United States which is the subject of a doctoral thesis.

Wild turkey and pheasant are being cultivated on the island and the North Manitou forests may someday provide some of the finest mixed-bag hunting in the country.

Marvin Fleuring, who manages the island for the foundation, seems to fit his surroundings naturally. He is a veteran of three years service in the Marine Corps (including duty on Haiti and Guadalcanal during World War II.)

Today he is the year-round gamekeeper-manager of the island, fighting weather, varmints, food shortages, and occasional poachers to keep North Manitou wildlife hale and hearty.

On our first evening on the island, Alex and a group of five other avid fishermen in our party set out early for Lake Manitou. An hour or so later we set out for deer in our 1947 model Jeepster, held together with spit and Scotch tape.

It's not really a question of *shooting* a deer on Manitou—the guides can put you on a spot where you'll see maybe fifteen or twenty in an evening and the management actually "guarantees" hunters who come there their quota—but the big old bucks are scarce. They're also smart. It's a real art to bag one.

They stick to the clearing's edge where you can't get a good shot at them—or out of sight altogether. Our guide took us to a spot several miles from the lodge, where the island's largest apple orchard is. As I stepped out of the car, I said: "Think I'll see any big ones tonight?"

"Yep," said the guide. "Long about five fifteen. Maybe even a big buck. When he comes out to get those apples, you jes' shoot him."

I scouted around the orchard for a few minutes looking for a good blind. Then I sat down and waited, while the sun worked its way further west. It seemed a long time.

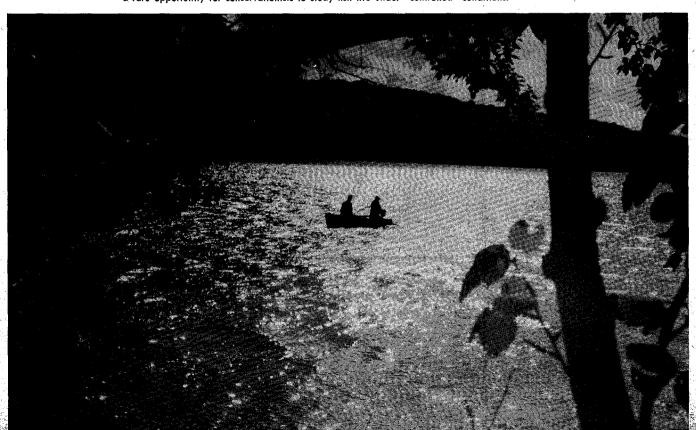
I rested my shooting eye for a moment, and when I looked up again, there they were—four good-sized does about two hundred yards off, on the other side of the orchard.

I edged forward in the grass and zeroed in on them with my scope, because I was sure somewhere behind the does, cautiously observing his front line, was a big buck—the one I wanted for my trophy room.

I decided to sit there and sweat it out, as the does moved slowly across the clearing to the edge of the orchard.

I glanced quickly at my watch. The guide was right. It was exactly five fifteen.

Lake Manitou, shown here with Alex and Ev Hames casting for smallmouth, is one of the few lakes to be the subject of a doctoral thesis. Its 254 acres in the heart of North Manitou forest land present a rare opportunity for conservationists to study fish life under "controlled" conditions.



1963 Amateur Softball Association World Championship Summary

Men's Fast Pitch

The Clearwater, Fla., "Bombers' copped their seventh world title, downing the Aurora, Ill., "Sealmasters" 1-0 in nine innings to go through the entire tourney undefeated.

In the twenty team tournament 13 extra inning games were played including a record breaking 31 inning game between Clearwater and Portland, Oregon, which consumed 7 hours, 41 minutes, and which Clearwater won 4-3.

A final night crowd of more than 6,000 saw Bomber pitcher Weldon Haney selected as the Most Valuable Player of the tournament for the second straight year.

Women's Fast Pitch

The Raybestos "Brakettes" annexed their fourth world championship by edging out "Irv Lind Florist" of Portland, Ore., 1-0 in the final game before a record breaking crowd of 15,000 fans.

The Brakettes went undefeated through the tourney. Joan Joyce was selected Most Valuable Player of the tournament.

Men's Industrial Slow Pitch

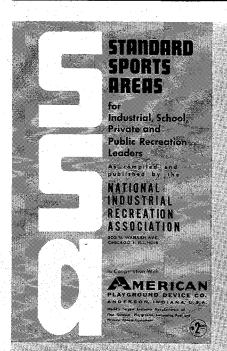
"Pharr-Yarn" of McAdenville, N.C., went through the tourney undefeated beating Wicks Corporation of Gastonia, N.C., in the finals for their third world industrial crown.

Men's Open Slow Pitch

"Gatliff's Auto Sales," of Newport, Ky., captured the championship out of a field of 46 entries. A record 56 games were played in one day during the Labor Day weekend tournament. Gatliff defeated the 1962 Champs, "Skip & Hogan", Pittsburgh, Pa., for the title.

Women's Open Slow Pitch

Labor Day Weekend was the scene of a repeat for the "Dana Gardens" team of Cincinnati, which captured their second straight world championship. Dana Gardens went undefeated in the tourney downing "Windy's Tap," Milwaukee, in the final.



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☐ Enclosed is \$2 for a copy of the 1963 edition of Standard Sports Areas

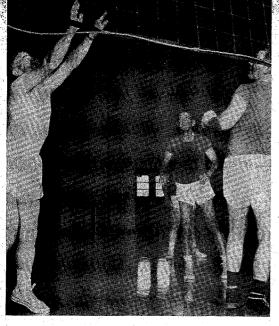
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A company with a top-flight recreation program for all its employees, Sandia Corp. recently began a physical conditioning program designed to keep security personnel in good shape for any emergency.



Conditioning for Security at Sandia

Security inspectors at Sandia Laboratory, Albuquerque, seldom change jobs and while this prevents a lot of employment headaches it also means the average age of the company's guard force has crept upward—to 45 years—compared to 39 years for the average Sandia employee.

To offset this upward age-spiral, which could mean slower reactions in emergencies, the Sandia security department has instituted a voluntary physical conditioning program, consisting of both sports and exercises.

The program has been underway only since June, but results have already been spectacular. A recent test of about one-half of the 68 participants revealed an average improvement of 134 percent on five different exercises.

This improvement was recorded despite the fact that the men had averaged only 21 hours of conditioning, and had attended conditioning sessions an average of only two times per week for 14 weeks.

Frank Treon, training instructor, feels that most of the men, who range in age from 35 to 60, should eventually register an over-all improvement in conditioning of 300 percent. The program will continue the year around.

Aim of the program is to provide a series of activities which meets the needs and desires of all participants. In addition to calisthenics, activities include basketball, volleyball, swimming, handball, squash, soccer, badminton and kickball.

A level of activity—"no restriction", "moderate," etc.—is prescribed for each inspector before he is allowed to participate, then he is given a series of six exercise tests. Test results are used to chart progress of the individuals and to provide data for research.

The research—to detect changes in mental attitudes or physical capabilities—will be conducted by Sandia psycholo-

gists. Also helping with this phase of the program will be Dr. Armond Seidler, chairman of the department of health, physical education and recreation at the University of New Mexico. Dr. Seidler helped organize the program.

The program is believed to be the first of its kind for security personnel, and those in charge hope it will not only help the inspectors perform better during emergencies, but will reduce absences due to illness. They also feel it may help to improve work attitudes by offsetting the monotony and frustrations of the job.

Efforts are now underway to encourage more inspectors to participate in the program. At present only about 50 percent participate regularly. About 45 percent of the security department's male office staff is also taking part.

By continuing to stress personal improvement, instead of improvement based on comparison with other participants, the department hopes to get 60 percent of the guard force out during the winter months. Incentives, in the form of awards or prizes, may be tried later.

Although they do have *special* conditioning needs, the inspectors aren't, of course, the only Sandia employees who participate in recreational activities. The Corporation's program of noontime and after-hours activities is well attended.

Noble Johnson, who directs the Employee Benefits, Services and Recreation program, estimates that some 4,300 Sandians out of a total force of 6,800 take part in noon-time activities. The bulk of these, some 2,500, play table tennis. Others play badminton, basketball, horseshoes, darts, volleyball, bridge and chess.

Bowling is the favorite after-hours activity, with about 540 persons taking part. Basketball, golf, flag football, softball, bridge, tennis and volleyball round out the program which totals about 1,495 participants.

RV INDUSTRY ITEMS

Plans Announced for World Recreation Congress in Japan

The World Recreation Congress, to be held in Japan, Oct. 2-7, 1964, will provide a global opportunity for the recreation authorities of the world to exchange information and experience on the use of leisure for life enrichment, according to sources at the International Recreation Association.

The Congress will be held in Osaka and Kyoto, Japan, under sponsorship of the International Recreation Association and the National Recreation Association

IRA cited three major objectives of the conference: 1) provide an international exchange of experience and knowledge in recreation, 2) ascertain trends and progress in meeting recreation needs throughout the world, and 3) promote world understanding, goodwill and peace through recreation.

Topics which will get broad coverage at the conference include: arts, aquatics, camping, crafts, dance, drama, games, hobbies, mental activities, music, outdoor recreation, social recreation, special events, clubs and organizations, sports, and volunteer community serv-

- MEMORIAM

G. B. Fitzgerald Dies in Minneapolis

Gerald B. Fitzgerald, lecturer and director of recreational leadership at the U. of Minn. school of physical education died in Minneapolis, Oct. 4.

A nationally known authority on recreation programs, he had been a member of the university faculty for more than 17 years.

Hall of Fame, a NIRA '64 Conference Feature

One of the highlights of NIRA's 23rd Annual Conference and Buying Show at Cleveland, O., according to planners on the spot will be a tour of the brand new Professional Football Hall of Fame in nearby Canton.

Canton justly claims to be the home of professional football in the U.S.

In September of this year amid great hoopla, former football greats from all over the nation turned out at the dedication of the new Football Memorial.

U.S. Senator Frank J. Lausche delivered the dedication address, and was later followed by U.S. Supreme Court Justice Byron S. "Whizzer" White, an All-American who played pro ball with the Pittsburgh Steelers.

President of the Hall of Fame is NIRA's own Earl Schreiber, recreation director for Timken Roller Bearing Co. Canton, who also addressed the throng.

Eleven charter members of the Hall of Fame were present to accept awards, including Dutch Clark, Curly Lambeau, Mel Hein, John Blood McNally, Don Hutson, Sammy Baugh, Cal Hubbard, Bronko Nagurski, George Halas, Red Grange, and Ernie Nevers.

Michigan State Develops **New Recreation Curriculum**

A newly revised curriculum in Park and Recreation Administration has been announced by the Department of Resource Development at Michigan State University.

The new four-year curriculum is designed to meet the needs of preparing future administrators and executives in the fast-changing field of parks and recreation.

Training in parks and recreation at Michigan State takes cognizance of the phenomenal increase in leisure and the accompanying demand for recreation.

It is a field that now requires an administrator be well versed not only in the natural sciences and the accompanying skills in managing and maintaining park lands, but also in the social sciences and humanities as a prerequisite for understanding the recreational needs and preferences of people.

Sample of Monday Morning Quarterback Game

A prominent manufacturer of games announced recently the development of a new game called Monday Morning Quarterback.

Designed for "quarterbacks 9 to 90", the game consists of a scale playing field, defensive and offensive quarterback dials for selecting respective alignments, a football, a yard marker, and complete instructions on how to play the game.



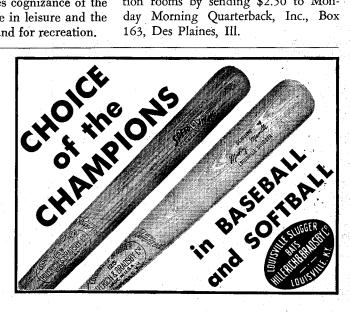
According to the company, the unique feature of the game is the use of cards, divided into different types of play, to give realistic results in gains and losses.

It is this feature, says the company, that has drawn interest of physical education directors and recreation person-

A sample game can be obtained by recreation directors for company recreation rooms by sending \$2.50 to Monday Morning Quarterback, Inc., Box 163, Des Plaines, Ill.

Larry Klaus (left), special services officer, San Francisco Naval Shipyard, San Francisco, presents a trophy of appreciation to Beverly Folck and Vern Peak, Kaiser Industries Corp., for a musical variety show presented by Kaiser employees at the shipyard.







Second Annual Bridge Tourney Will Feature Prize Trip to Bermuda

Plans are now underway for the Second Annual Industrial Par Bridge Tournament, which will be held on Friday, March 20, 1964, at industrial plants and office buildings across the nation and in Canada. R. Fred Canaday, director of industrial recreation for General Motors Corporation and a NIRA vice president, will again manage the event. He announced in October that a trip to Bermuda would be the top prize for winners of the contest.

As the November issue of R/M went to press, winners of the 1963 event



CANADAY

—Leslie L. Lawrence and Sanford Wagner, employees of the Atomic Energy Commission's Brookhaven National Laboratories, L.I., N.Y.—were winging their way to Europe on an all expense paid trip to include bridge

matches with English and French industrial champions and several days of sight-seeing in London and Paris. R/M will carry a report on their excursion in the December issue, as well as complete details on the 1964 event including rules of eligibility.

The bridge tournament is the result of a survey of NIRA member companies, which indicated that there is a tremendous amount of interest in card playing among industrial employees and that bridge is their favorite game.

In the 1963 event nearly 2,000 enthusiastic bridge players, representing 70 separate companies, took part in the first NIRA bridge tourney. In addition to providing another fine postal contest to NIRA's portfolio of events for industrial employees, Canaday's fine handling of the event was instrumental in bringing in several new members to NIRA.

Canaday said that in the 1964 contest, as in 1963, only employees of NIRA-member companies would be eligible.

CHANGES IN THE LINEUP

A. R. Said has been appointed corporate vice president and group executive in charge of school equipment and sporting goods division of Brunswick Corporation.

Northrup Corp., Norair Division, Hawthorne, Calif., has named Richard B. Pryor recreation director to fill the place left vacant by the death of Charles Boyle.

Don Swallow, formerly recreation director for C.I.T. Financial Corporation, has taken a position with the Colgate Palmolive Company.

Whitey Wahl, formerly with the recreation department of Firestone Tire & Rubber Co., has taken a new position with the firm's industrial relations department.

Standard Sports Areas New Edition Mailed

In early October, NIRA mailed copies of the 1963 edition of Standard Sports Areas to all members. The publication, free to members, is the most comprehensive compilation of dimensions and specifications for the sports areas commonly found in industrial, community, and scholastic sports programs. Standard Sports Areas is one of a growing number of services free to NIRA members.

RECREATION ROUNDUP

Employees of North American Aviation, Columbus, O., recently dedicated a boat club. Called the Pasapo (for paddle, sail, and power) Boat Club, this boating group will have its new home port on the Muskingum River, five miles north of Zanesville, O.

Frank A. Strong, recreation coordinator for Royal McBee Corp., Hartford, Conn., has been in recreation for more than 40 years. The McBee trophy case bristles with more than 50 championship trophies in golf, baseball, basketball, softball, tennis, pistol, and bowling. The company's plant leagues are the largest in the Hartford area.

Among other recent benefits accorded Western Electric employees in Baltimore is a liberalization of vacation rules to allow all employees with ten years service to take three weeks vacation beginning in 1964.

Employees of Manufacturers Life Insurance Company were guests of a Toronto, Ont., roller skating rink one night this summer. The crowd of roller skaters that turned out for the party numbered more than 200.

More than a thousand children from the Marcus Hook area in Pennsylvania gathered this summer for day camps sponsored by the Sun Oil Company. The sessions were of two weeks duration each, with a final Parent's Night Session in the Sun Center.

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Some 40 people took part in a fishing derby run by Canadair Ltd., Quebec, at Lake Kiamika. Inclement weather spoiled the day for some, but other, hardier sportsmen braved the day and brought home some good catches.

Members of the Astronautics Recreation Association, at General Dynamics/Astronautics, San Diego, recently acquired more land to accommodate additional horses owned by ARA's Riding Club. The area is adequate to house 100 horses, with work parties now in progress on weekends and evenings to complete the facilities.

The third place trophy in Chicago's Industrial Chess League's 1962-63 tournament was awarded to the Motorola team from Franklin Park, Ill.

Weight Training

A complete program of weight training is now offered by the employee recreation association of Aerojet General, Sacramento, Calif. Club membership is open to both men and women interested in losing—or gaining—weight, or in conditioning their bodies through lifting exercises.

Hundreds of sons of Firestone Tire & Rubber Co. employees participated in a day camp this summer, operated by the Firestone Park YMCA in Akron. Special buses picked up the children each day and took them to Turkeyfoot State Park for a day of games, nature study, and outdoor sports.

According to male observers at Kodak Park, Rochester, N.Y., when a bevy of softball-tossin' cuties takes to the field, Max Factor is a more important name than Abner Doubleday. So, say the boys, the scores aren't particularly important—and the girls agree. More than 100 ladies participated in the Girls League this year, an impressive increase over previous seasons.

Employees of the Los Angeles Division of North American Aviation recently shaded Lockheed-California by a score of 1127 to 1126 at NAA's firing range. It was a three position match—prone, kneeling, and standing—at a range of 50 feet.

Families of B. F. Goodrich employees spent a recent day at the Cleveland, O., zoo. The youngsters got a chance to

watch animals they had seen previously only on television or in picture books. The Cleveland Zoo features a Children's Farm, at which the kids can pet their favorite animals.

Victor Business Machines employees will get the chance to participate in a fishing derby in early October. The derby will take place in Channel Lakes, Ill., not far from the firm's Chicago headquarters.

Ford Trailer Club

Ford Motor Co. announced recently that a group of its employees had formed a trailer club. Just like the wagon trains of yesteryear, the Ford group is expected to head off in a caravan of cars and trailers on weekend excursions. Trips are planned so that driving time does not exceed four hours.

Twenty-one of 134 Warren, O., boys who participated in the local soap box derby are relatives of Packard Electric Co. employees. As a group, the boys did exceptionally well, capturing first place in 14 heats.

In response to interest in table tennis demonstrated earlier this year by employees of Nationwide Insurance, Columbus, O., the company has purchased equipment necessary for conducting match play this fall. Hopefully, say Nationwide table tennis mentors, the installation will lead to formation of a city-wide league.

Annual Fishing Trip

A group of ardent Dominion Foundries anglers left the firm's Hamilton, Ont., plant one day this summer on an annual fishing excursion to Red Bay, Ont. The group caught a large number of "keepers"—mostly small-mouth bass.

Square dancing has become quite popular at A. C. Spark Plug, a GMC division located in Milwaukee, Wis. A group of 15 couples graduated recently from a dancing program which had begun instruction last fall and met weekly till summer.

The Theo. Hamm Brewing Co., Minneapolis, is offering its employees free tickets to Viking pro football games when they win company sponsored contests in 1963, including picnic events, and golf and cribbage.

More than 290 golfing male employees competed in a tournament run by the White Cap Co., Continental Can Corporation's Chicago division. Despite the fact that many players had to warm up for the match by playing gin rummy and poker, all reportedly played the 18 holes before the day ended.

Competition for top shooter in the Kohler Company (Kohler, Wis.) Outdoor Rifle Club, is stiff this season, with one shooter posting a perfect 60-of-60 score in a recent competition. Teams in the club have names like "Savages," "Remingtons," "Brownings," "Mossbergs," etc.

Long Island Rifle

The Grumman Gophers (Bethpage, N.Y.) made a clean sweep of team and individual laurels in the Long Island Industrial Rifle League this season. The A squad posted an average team score for the season of 189.8 (out of a possible 200) to take scratch honors. The B team earned handicap honors and placed second in shoulder-to-shoulder competition. (One of the B team shooters, posting a respectable 167.8 season's average, is a lady!)

Sailing Regatta

Eight Ford yacht club skippers weren't exactly good hosts, as they finished high in the sixth annual FYC Regatta in August. Thirty sailboats, ranging from 12 to 37 feet competed in three difficult lower Detroit River courses. Ford employees sailed off with first place overall, and high honors in various classes.

The Bell System, with offices and plants nationwide, hosts a postal chess tournament for its employees. Players are grouped into sections according to skill for the purpose of the tournament. Headquarters for the event are in New York City, at the offices of American Telephone and Telegraph.

The rapidly growing Dayton Power & Light Sportsman Club added another segment recently to its full schedule of activities, a rifle club. The club reportedly is an outgrowth of a vigorous trapshooting program now underway. The newly formed club is sanctioned by the National Rifle Association.

EMPLOYEE TRAVEL ACTIVITIES

The General Electric Employees Association, New York City, hosted three tours to Puerto Rico this summer by air. Two one-week excursions averaged \$275. The two week trip cost \$426.

Roaming around Europe at various times this summer were more than 150 Kodak (Rochester, N.Y.) men and women and members of their families on three-week vacation trips. They night-hopped the Atlantic in two big planes on successive Fridays in July, touched down in London, then flew on to Amsterdam.

The Kodak Travel Club gathers at regularly scheduled meetings at the Eastman Kodak Recreation Center to talk travel, plan future itineraries, and view travel films. Don Nibbelink, the club's favorite travel-caster has presented programs on Europe, Canada, Yellowstone, the Caribbean, Cuba, and New Orleans to captivate Kodak audiences.

Employees of Dow Chemical Co., Midland, Mich., plan a European junket for 1964. According to early reports response to the proposed flight has been good with about 270 names listed to date. Fare per person should cost about \$230. Brussels, or London, will be the European terminal point.

More than 150 members of the Fellowship Club of Delco-Remy Division, GMC, left on an eight-country tour of Europe in mid-September. The trip was an Indianapolis-to-London-direct flight.

Some flew East and some flew West—employees of Raytheon Company, Waltham, Mass.—on back-to-back tours of Hawaii and Europe. Twenty made the trans-Atlantic flight, and 91 flew to California and Hawaii.

The Northrop Corp., Hawthorne, Calif., will send a tour to Hawaii late in December. Cost of the trip including travel, food, lodging, and tours will be \$338 for adults, and \$228 for children under 12.





NEWS FROM IRC AFFILIATES

Under the guidance of International Tours, Los Angeles, members of the San Diego Industrial Recreation Council participated in a Hawaiian tour in September, and planned an Alaska Adventure Cruise for a date yet to be announced. Golf lessons have been arranged for employees of council-member companies. The employees meet at a local country club, participate under tutelege of a golf pro, and pay a \$5 fee for five lessons.

The Industrial Recreation Directors' Association of New York met recently at the Americana Hotel in New York City. Speaker at the meeting was Frank J. Keeler, vice president, Chase Manhattan Bank, a popular public speaker in New York, discussing the importance of the roles played by recreation directors in successful employee activity programs.

NIRA's executive director, Don Neer, spoke at a recent meeting of the Industrial Recreation Association of Detroit. The meeting was held at the Ford Yacht Club's new clubhouse on Grosse Ile in the Detroit River. Henry Detz, Ford Motor, announced plans for an IRAD Bowling Tournament to be held at the Satellite Bowling Lanes, host to the National Industrial Bowling Tournament in February, 1963. The date for an association-sponsored Christmas party was announced.

The Industrial Recreation Council of St. Louis met recently. A Bridge league will be a featured activity of the association this winter. Cost of the program per participant will be \$2, player-pluspartner. A proposed bowling league had to be given up due to a lack of teams to participate.

CURRENT NIRA CONTESTS AND COMPETITIONS

At the fall meeting of the board of directors of the National Industrial Recreation Association, NIRA tournaments and competitions were high on the list of topics discussed by the top-level planning group. Among the decisions rendered at the meeting were the following.

BOWLING: The 17th National Industrial Bowling Championships will be held in Ashland, O., at a date to be announced soon. Host to the tournament will be Faultless Rubber Co., and Howard Honaker, recreation director there. Watch RECREATION MANAGEMENT for details of the tournament.

FISHING: The board approved plans to hold the 1964 Annual NIRA Postal Fishing Contest, but passed a motion to move the competition forward one month. The months of the contest will be May, June, and July, 1964. It was hoped that the number of participants would thus increase—and that the fishing would be better earlier in the year.

SHOOTING: The 1964 NIRA Postal Shooting Contest will be held with no change in the basic set-up of the contest.

BRIDGE: A trip to Bermuda is slated to be top prize in the Bridge Tournament NIRA will sponsor in 1964. (See article on the tournament elsewhere in this issue of R/M)

GOLF: August 15-16, 1964, are dates for the 19th Annual Industrial Golf Championships at Purdue University.

CAMERA: The NIRA board decided that the annual camera contest would not be held during 1964.











Mr. Claus' Improved "Party Line"

At Christmas in Ravenswood, W. Va., Roy E. "Pop" Ellington, like the majority of R/M's other readers, must contend with a few sticky problems connected with running the children's Christmas party.

In particular he has to contend with that long line of wideeyed humanity that inches its way up to Santa's lap—and the sometimes impatient parents who accompany it.

There can, of course, be only one Santa per Christmas party, and rather than rush the kids through their well-rehearsed gift recital to the white-whiskered toy maker, Pop instructs his Santas to spend a little time with each.

The children, he says, don't particularly mind the wait, but the adults in the past have demonstrated a decided impatience with the line.

Some industrial recreation directors claim that the most successful Christmas parties are the ones to which parents are not invited. Apparently, things go a lot smoother for the committee, Santa, his helpers—not to mention the kids.

Formerly, Pop utilized a "safety valve" line for parents and children who refused to wait. Instead of taking their gifts direct from Santa, they took them from an attendant and left at their leisure.

With the Chirstmas party presenting one of the best opportunities for a company to project a favorable image to the employee's children, Pop has come up with a solution for the unhappy shifting from foot to foot that accompanied too many of his old Christmas lines.

In addition to serving hot coffee and doughnuts to the grownups, he recruited a number of good-looking young ladies to assist Santa as helpers.

An attractive addition to any party, the "pixies" were particularly effective in the Chirstmas gift line. Some of the credit for increased attendance undoubtedly goes to them, Pop says.

In addition, movies projected on the ceiling were an effective device for commanding not only the children's attention, but the grown-up's as well.

Comments like, "Somehow, it didn't seem as long this year," were typical, and Pop claims that for the first time in his years at Ravenswood, there was not a single negative comment on the Christmas program.

Pop adds with a grin that his new "party-line" policy—particularly the pixie-garbed lasses he utilizes—has actually aided in getting Santas to lend their laps to the occasion.

In 1962, for example, he signed up the union president.

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RATES: regular type—15 cents per word; bold face type—25 cents per word. Copy must be received by the 5th of month preceding issue in which ad is desired.

POSITIONS WANTED

Young woman with background in education and recreation desires position with industry as program director. Single. Age 27. B.S. in physical education. Salary, \$5,000 and up.

Box #77—RECREATION MANAGEMENT

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Box #91-RECREATION MANAGEMENT

Young man with degree in recreation from the University of Indiana desires position as assistant recreation director, large company. Age 27, Married, two children. Salary, approx. \$5,300.

Box #92—RECREATION MANAGEMENT

Young man with B.E. in recreation and some M.E. work, desires industrial recreation position. Single, age 25. Salary, \$6,500. Box #93—RECREATION MANAGEMENT

Young man with M.S. degree from Indiana University seeks industrial recreation position. Married, one child. Age, 23. Salary, open. Box #94—RECREATION MANAGEMENT

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RV RECREATION READING

Dances

AMERICAN INDIAN DANCES/ by John L. Squires and Robert E. McLean, The Ronald Press, New York City, \$450

This complete introductory guide to Indian dances gives detailed instructions for executing Indian dances and making authentic and inexpensive costumes and accessories.

A practical teaching reference, the book presents the dances as closely to the true Indian style as possible.

It explains the significance and importance of each dance, as well as footwork and body positions, rhythms, and traditional apparel. Nearly 100 drawings illustrate steps, attire, and basic Indian designs.



Final standings in the 14th Annual Armco Steel Industrial Invitational Trap Shoot, held at Middletown, O., in September found Armco Steel Corp. #1 on top with a team score of 239 points. Above, I to r, is the Armco team: Willard Hayes, Jim Ingram, Stan Neanover, Holly Cox, and Arnold Smith.

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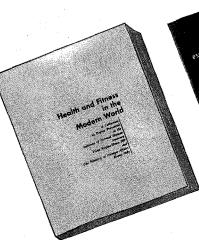
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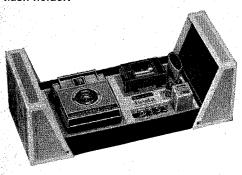
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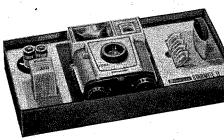
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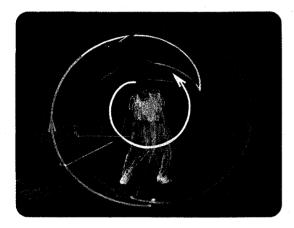


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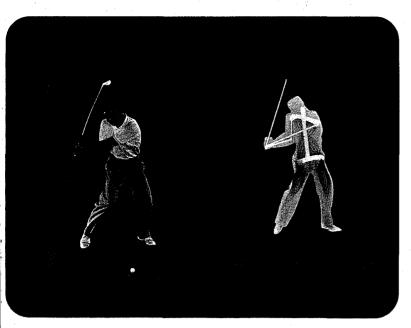
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Unit 4—GETTING ON THE GREEN—Teaches pitch shot / Pitch and run / Explosion shots out of sand traps.

42 frames, 9 minutes.

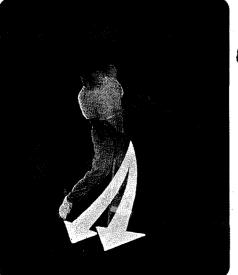
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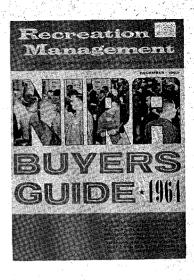
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DECEMBER 1963

Volume 6. Number 11

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The MacGregor Co. Marba, Inc. Marshall Clothing Mfg. Co. Master-Krete Inc. The Mentor

National Bowling Council National Sporting Goods Assn., representing all its sporting goods members National Sports Co. Nelson Knitting Co. Nissen Corporation Nocona Leather Goods Co. Nonpareil Div. of The Gared Corp.

Oliver Bros.

Ben Pearson, Inc. Pennsylvania Athletic Products Personnel Market Place F. C. Phillips, Inc. Physical Power Plymouth Golf Ball Co. Post Manufacturing Co. Powers Manufacturing Co. Premier Athletic Products Corp. Rawlings Sporting Goods Co. Recreation Equipment Corp. Recreation Management

Red Fox Mfg. Co., Div. of Cullum & Boren Regent Sports Co. Regent Sports Co. Charles A. Richardson, Inc. John T. Riddell, Inc. Rockford Textile Mills, Inc. H. Ross & Sons Inc. F. Rulison & Sons, Inc. Russell Mills, Inc.

Sand Knitting Mills Co. Scholastic Coach Scholastic Magazines, Inc. Science and Mechanics Scoremaster Co. The Seamless Rubber Co. Selling Sporting Goods Ed W. Simon Co. Skin Diver William Skinner & Sons Slazenger's, Inc.
Southland Athletic Mfg., Co. A. G. Spalding & Bros., Inc. Sport Shelf Sporting Arms & Ammunition
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The Sporting Goods Pair
The Sporting Goods Fair The Sporting News Sports Age Sports Illustrated Stall & Dean Mfg. Co. Swimming World

Texas Coach Tober Baseball Mfg. Co. Trade and Sport Tru-Bounce Inc.

United States Rubber Co.

Victor Sports, Inc. W. J. Voit Rubber Corp.

Western Sporting Goods
Weyerhauser Company, Boxboard
and Folding Carton Division Wheaties Sports Federation Wheatles Sports Federation Wilson Sporting Goods Co. Wigwam Mills, Inc.

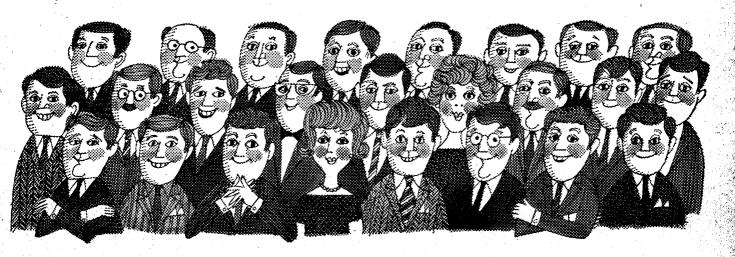
Yarrington Mills Corporation

Besides the above, The Athletic Institute has an associate membership comprised of a number of sporting goods dealers, geographically spread throughout the United States.

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DECEMBER, 1963 patronize your R/M advertisers

signs of the times...

RECREATION CLASSED AS "HIDDEN WAGE." One NIRA member company from Milwaukee recently explained to its employees its "hidden wage" benefits. Employees over 25 averaged \$2,063 last year in benefits. Vacations, holidays, and time off for personal reasons accounted for \$520. The company recreation program is a benefit the company classifies as a miscellaneous item, along with meals at cost, educational assistance, medical services, etc., for a total cost of \$242 per employee. Other "hidden wage" benefits include retirement—\$1,011; life insurance—\$83; hospitalization—\$60, and Social Security—\$148.

COFFEE BREAK ON THE WAY OUT? If the President's Council on Physical Fitness succeeds in its campaign as outlined in Adult Physical Fitness, and if other employee health study groups are vindicated in their attempts to control heart disease, exercise breaks may be substituted for coffee breaks soon. Employees who work in static, sitting positions should get up occasionally, stretch a bit and move around, says the President's Council, and coffee has long been under fire as a cause of heart trouble when the individual overindulges in it.

BOWLING—NOW POPULAR WITH THE BOBBY SOX SET. According to a survey just released by SEVENTEEN magazine, more than 9 million of America's 11 million teen-age girls have been bowled over by bowling. That's 83 per cent of the total female teen population. Nearly half bowl at least once a month; almost a fourth bowl "regularly," and only 16 per cent never bowl at all. According to the study, bowling is a social activity for the teen girl, who most often bowls with other girls, very often with mixed groups or with a boy friend, and only occasionally with the parents.

LOANS FOR EDUCATION. A progressive Texas company, Texas Instruments Inc., has an unusual educational loans program for employees. Beginning in 1962, the company's recreation and service association began making funds available for loans to TI parents to assist in the college education of their children. The loans are available to any TI parent with one year's tenure with the company. Loans are granted in increments of \$250, with a maximum of \$750 per year—and a maximum of \$3,000 for any one family at any one time.

MOTIVATING EMPLOYEE, A KEY PERSONNEL PROBLEM. According to a report just released by the National Industrial Conference Board, one of the most urgent tasks currently facing personnel men is improving the "motivation" of the employees. A majority of the survey's respondents believed that innovation—rather than improved administration—was the key to improving the employee's will to work. Most of the administrators listed no easy solutions—some noted wryly that research and reading on the motivation question is so voluminous that they hardly have time to keep abreast of it.

TREND AWAY FROM CHRISTMAS PARTY? According to the Management Information Center, Inc., paying employees for Christmas and New Year's day, plus the day before both, will be standard practice by the majority of companies within five years. Generalizing from a survey of 183 selected companies in U.S. and Canada, the Center notes a "strong trend away from Christmas parties." One half of the companies surveyed noted that they were holding Christmas parties in 1963. No indication was given as to the number of responding companies which held parties in previous seasons.

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Famous hotels: More than 1,000 rooms are reserved each day during Fairtime, April 22 through October 18, 1964 for Happiness Fairgoers at 19 New York hotels, such as the New Yorker, Park Sheraton, Savoy Hilton, Americana and Waldorf Astoria.

Five independent packages: Happiness has package trips at New York and the World's Fair that range from three to seven days. Each includes choice of hotel, a host of features at the Fair, plus a fascinating round of New York sightseeing and other attractions. There's ample time to enjoy personal interests. Transportation to New York is not included.

Driving to New York: Recognizing that many will wish to drive, they merely select one of the five Happiness packages that fit their budget and availability of time. Hotel parking, which includes "doorman" service, is about \$5 a day. Parking at motels is included in the package price. We suggest that public transportation (subway, bus or train) be used to get to the Fairgrounds from New York.

Special groups: Happiness can "tailor" a trip to fit all requirements, even stopping enroute to New York to say "hello" at other company facilities. We also can arrange visits to such cities as Washington, Williamsburg, Philadelphia, Atlantic City and Niagara Falls. A special party also can be arranged at the Copacabana or the Latin Quarter. Regardless of the group size, mode of transportation or hotel requirements, we can arrange an unforgettable holiday. Best of all, special groups realize a substantial savings!

Regular fours: For those not driving or going with a special group, Happiness will operate the largest selection of escorted rail vacations. Every week during Fairtime, six tours will leave Chicago, four on Saturday and two on Friday.

Four of them will visit New York and Washington, and two trips will cover New York, Buffalo, Niagara Falls, Philadelphia, Atlantic Cit yand Washington. The trips last eight and nine days.

Extensions: Fairgoers have an opportunity to extend their trip by going on established Happiness escorted tours from New York to Colonial Virginia, New England, Florida or Europe. Independent holidays can be arranged to Nassau or Bermuda. Those who drive to New York can leave the car there during one of these one week (except Europe) excursions.

Plus features: All trips include ■ One or more Fair admission tickets ■ Official 300-page Fair guidebook ■ Observacation ride on the Monorail ■ Introductory grand tour of Fairgrounds in an air-conditioned Greyhound motorcoach (except three and four day packages). Features in New York include such attractions as ■ Visit atop 102-story Empire State building ■ United Nations tour ■ First run movie at Radio City and Rockettes chorus show ■ A 3-hour yacht cruise circling Manhattan Island ■ Rockefeller Center Tour ■ Tour of Upper and Lower New York, Chinatown and cruise to Statue of Liberty ■ Ticket to Broadway hit show ■ Gourmet dinner at famous restaurant.

Experience and facilities: Every trip has been meticulously planned to assure Happiness Fairgoers of a pleasant, coordinated and reasonably-priced vacation. We know New York and the entire east coast thoroughly, having operated tours and packages there—including the 1939 New York World's Fair—for many thousands of Americans since before World War II. Our special 1964 World's Fair division and New York office will render you every possible service. Return the card below today for additional information.



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And the trip to New York can be "tailored" to fit the group's tastes and desires, such as a stop or two enroute to visit a "sister" plant or office, or touring inspiring Washington, Colonial Virginia, Atlantic City or Niagara Falls.

Happiness, of course, will include a host of interesting features at the World's Fair—admission ticket, 300-page official guidebook, observation ride on the Monorail, plus an introductory grand tour of the Fairgrounds in an air-condi-

tioned Greyhound motorcoach. Other included features can be added if the group so desires.

In New York, the city of 1001 exciting attractions, the group is sure to enjoy the round of fascinating sightseeing, plus Broadway hit show, gournet dinner, yacht cruise circling Manhattan Island, and other interesting features. We also can arrange a party for your group at the Copacabana or the Latin Quarter.

Let an expert plan your World's Fair program. We know New York and the east coast thoroughly, having operated tours and packages there—including the 1939 New York World's Fair—for many thousands of Americans since before World War II.

Get complete details now by returning the card (no postage required) today! Our experienced group movement staff, headed by Colonel Benjamin Getzoff, will be happy to assist you.

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Number of Employees: Men Women Women

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COMPANY_____PHONE____

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Fair
Details
fill in and



by Walter Dowswell
President, NIRA
& Director of Recreation
Motorola, Inc.

The Season of Joy Brings Bright Hopes for the New Year

The holidays are joyous days. They are days of giving and days of receiving. They are days for remembering old friends and for making new friends.

The holiday season is not only a happy time for those of us involved in recreation, it is also a busy time. I hope none of us are too busy to take time out for reflection on the things we have accomplished during 1963 and to take an inventory of our strength and weaknesses so that we may look forward to increasing that strength and correcting those weaknesses.

This year the holiday season has been saddened because of the great loss our nation has suffered, but from that loss we may be able to look forward with more hope for a better world.

The late President was a man who not only believed in, but practiced physical fitness and recreation in all of its better aspects. The leadership he provided in directing us toward better understanding—not only among ourselves but also among the people of all nations—should strengthen our determination to continue enlarging the scope of our programs, so that we may create a better understanding between the people of our companies.

The past few weeks have proven once again that

the American system of government, for the people and by the people, is the one big hope for peace on earth—a concept we cherish highly during this season. The expressions of sympathy that poured in from all nations—not only from the free world, but also from behind the iron curtain—indicate the desires of all people, everywhere, for peace and understanding.

Our new president picked up the reins of office without panic, without disturbance, and is continuing with the same human understanding his predecessor demonstrated. From this we can take courage.

I want to express my appreciation to all of you for granting me the privilege of serving as your president and to thank you for the cooperation given me by the officers and members of NIRA.

This is the season for "togetherness." May NIRA, with all members working together, experience an ever-increasing measure of growth and prosperity.

The holidays have always been a time to give and a time to receive. To paraphrase the words of the late President, think of NIRA, too, not in terms of what you can get out of it, but of what you can make of it through the generous contribution of your skills.

My sincere and best wishes to each and everyone for a wonderful, happy, and prosperous New Year.

NIRA'S 1963 CHAMPIONS

Here we pay tribute to the industrial employee, to whose benefit all of our nationwide recreation programs are dedicated.

They reside in every location in the U. S. and Canada; they work for gigantic and tiny firms, with the majority of them somewhere in the middle, and their jobs involve every conceivable product and service from automobiles to automatic toasters, from insurance to breakfast cereal, from banking services to space flight accessories.

After working hours, they seek out relaxation, more often than not, in recreation programs sponsored by the companies which provide them with their livelihood.

Here we pay tribute to those employees who gave enthusiastic support during 1963 to their company's after-hours activities — and emerged champions in NIRA-sponsored events.

Any treatment of NIRA champions must be prefaced with some mention of the top honor NIRA bestows: The Helms Industrial Recreation Award.

In May, 1963, at the Minneapolis Conference of NIRA, the crowd of delegates present listened in impressed silence to the introductory tributes to the Helms award winners.

In the order of their sizes—smallest to largest—here are the companies, and their recreation directors who achieved NIRA's highest honor during 1963:

Class AA — Flick-Reedy Corp., Bensenville, III.

Arthur L. Conrad

Class A — Faultless Rubber Co., Ashland, O.

Howard Honaker

Class B — Salt River Project, Phoenix, Ariz.

Kenneth J. Leonard

Class C — IBM Corp., Endicott, N. Y.

John E. Hoppes

Class D — Goodyear Tire & Rubber Co., Akron, O.

Charles Bloedorn

The National Helms Award Winner was Goodyear Tire & Rubber Co., Akron, O., whose director of recreation is Charles Bloedorn

Pending further refinement of the rules for Helms Award competition, the NIRA board of directors has voted that the next presentations be in 1965, rather than in 1964.

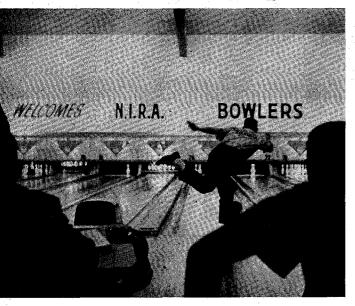


The 1963 Helms Award presentation at the Minneapolis conference to Goodyear Tire & Rubber Co. (L to R) Newton West, Helms' representative; Bob Richards, Wheaties Sports Federation; Helms Recipient Chuck Bloedorn, Goodyear Tire & Rubber Co., and Russell Hansen, representing the employees of Goodyear.

16th Annual Bowling Meet

The first NIRA program of national scope during 1963 was the 16th National Industrial Bowling Tournament, held at the Inkster (Mich.) Satellite Bowl, near Detroit in February. Hosted by Ford Motor Co.'s Employee Bowling Association, the meet attracted more than 90 industrial teams, mostly from the Midwest. The below-listed are the top winners in the event:

IEAM WINNERS		
Holloway Const. Co	6061	\$500
Ford Motor Co., E&F Sales	6050	\$300



Ford Motor Co.'s Employee Bowling Association and the Satellite Bowl, in Inkster, Mich., welcomed more than 90 NIRA bowling teams to the 16th National Industrial Bowling Championships in February.

Ford Motor Co., Styling Team	6009	\$150
Ford Motor Co., Wixom Plant	5953	\$100
Gast Manufacturing Co	5941	\$75
HIGH SINGLE GAME		
Gordie Ott, Whirlpool Corp.	<i></i>	266
HIGH THREE GAMES		
Gerald Gusse, Auto, Spec. Mfg. Co.		. 686
INDIVIDUAL SWEEPER		
Howard Honaker		678
HIGH SIX GAMES		
Art LaPointe, Ford Motor Co		1257

NIRA Annual Bridge Tourney

Second on the NIRA contest agenda was the First Annual NIRA Contract Bridge Tournament, ably directed by R. Fred Canaday, recreation director for all General Motors employees. Nearly 2,000 enthusiastic bridge players took part in the first tournament—and the succeeding tournaments promise to become one of the most popular programs in the NIRA contest portfolio.

Winners of the grand prize—a trip to London and Paris—were a pair from the Atomic Energy Commission's Brookhaven (L. I., N. Y.) Laboratories: Leslie L. Lawrence and Sanford Wagner. Second place was captured by a pair from North American Aviation, Columbus, O.—Roy Baldwin and James Conklin. The Regional winners—listed according to NIRA Regions (see map included with Bylaws in this issue) and North-South and East-West specifications—are as follows:

Region Place	Winners	Company		
I 1st—E-W	Jay Gottesfeld Gloria Gottesfeld	AVCO Wilmington, Mass.		
2nd—N-S	Dick Conforti Joseph Conforti	Bird & Sons Mfg. Walpole, Mass.		
II 1st—E-W	Roy Baldwin James Conklin	Nationwide Insurance Columbus, Ohio		

	2nd—N-S	Richard Crump Ted Leahy
Ш.	1st—N-S	Robert Bartlow
		Roland Nelson
	2nd—E-W	Julian Cohen
	5 + 5	Mrs. Cohen
١٧	1stN-S	Thomas Gagnier
		William Poole
	2nd—E-W	Charles Bailey
		James C. Jensen
v	1st-N-S	Herb Allers
•	10. 110.	Julian , Phillipy
1.15	2nd—E-W	Lloyd Appleby, Jr.
	2110—L-**	
	1	Bradley Spink
VI	1st—E-W	Mel Gans
		Mathews Rubenstein
	2ndN-S	A. J. D'Ascenso
		Henry Weitman
VII	1st-N-S	Robert Hamman
		Erik Paulsen
	2nd—E-W	W. A. Moser
		Mike Gilbert
VIII	1st—E-W	G. O. J. Cooke
* 111	131 2 11	Hugh E. Stephenson
	2ndN-S	Arthur Vaillancourt
	¥11014-9	
		Sidney Sheridan

National Security Agcy. Hyattsville, Md. State Farm Ins. Co. Bloomington, III. **General Motors** Detroit, Michigan Martin-Marietta Corp. Orlando, Fla. E. I. Dupont DeNemours Aiken, S. C. North Central Life St. Paul, Minn. **AC Spark Plug** Milwaukee, Wisc. General Dynamics Ft. Worth, Texas General Dynamics Ft. Worth, Texas North American Aviation Anaheim, California North American Aviation Anaheim, California GM of Canada, Ltd. Oshawa, Ontario, Can. GM of Canada, Ltd. Oshawa, Ontario, Can.

Postal Shooting Event

popular contest, and one which has shown a steady growth since its inception five years ago, is the NIRA-NRA Annual Postal Shooting Matches. Employee-shooters fired the NIRA course at their own convenience, returned their targets prior to April 30 to the National Rifle Association in Washington, which in turn handed them over to the Department of the Navy for judging.

Competing against 274 other entrants in the individual rifle competition, T. Y. Wu, an engineer in the carburetor division of Ford Motor Co., Ann Arbor, Mich., took top honors and won the coveted weekend hunting trip to North Manitou Island, Lake Michigan. Ford also took top team



Ford Motor Co., Detroit, produced the winning rifle team of the 1963 NRA-NIRA Industrial Shooting Competitions: (Seated L to R) Al Smith, Chuck Casper, and Duane TeSelle. Standing is T. Y. "Denny" Wu, twice a NIRA champion, and winner of the 1963 individual rifle honors.

honors in the event. Ernest A. Arico, IBM Corp., Poughkeepsie, N. Y., won top individual pistol honors, while IBM also captured honors in the pistol team event. Lockheed-Georgia Co., Smyrna, Ga., walked off with all CO2 honors, including individual rifle and pistol team. The following are NIRA's top marksmen in the 1963 event:

INDIVIDUAL DIELE MATCH AWARD WINNERS

	274 entered	
	 T. Y. Wu, Ann Arbor, Michigan—Ford Motor Company W. E. Summers, Akron, Ohio—Goodyear Tire & Rubber Company Alexander M. Smith, Wayne, Michigan—Ford Motor Company D. E. Hopping, Sacramento, California—Aerojet-General Corp. Jon A. Oxley, Midland, Michigan—Dow Corning Corporation 	197 196 193 193 193
	RIFLE TEAM MATCH AWARD WINNERS 56 entered	
	 Ford Motor Company, Dearborn, Michigan Zeppelin Goodyear Rifle Club Inc., Team 1, Akron, Ohio 3M Company Engineers Rifle Club, Team 1, St. Paul, Minnesota IBM Pistol & Rifle Club, Team 1, Poughkeepsie, New York GEAA Rifle Club, Team 1, Erie, Pennsylvania 	766 764 754 748 744
	INDIVIDUAL PISTOL MATCH AWARD WINNERS 304 entered	
	 Ernest A. Arico, Poughkeepsie, New York—IBM Harold Vincent, Rochester, New York—Eastman Kodak Company Henry Woltman, St. Paul, Minnesota—Minnesota Mining & Mfg. 	192 189
	 Co. T. N. Bowers, Smyrna, Georgia—Lockheed-Georgia Company Willis A. Volkmer, Clearwater, Florida—Minneapolis Honeywell Regulator 	188 187
i:	regulator	186
	PISTOL TEAM MATCH WINNERS 53 entered	
	 IBM Pistol & Rifle Club, Team #1, Poughkeepsie, New York 3M Company Engineers Pistol Team #1, St. Paul, Minnesota Honeywell Gun Club, Team #1, Tampa, Florida Lockheed Gun Club, Team #1, Marietta, Georgia Kodak Park Pistol Club, Team #1, Rochester, New York 	734 718 710 709 708
	CO ₂ GAS OPERATED INDIVIDUAL RIFLE MATCH AWARD WINNER 24 entered	
	C. D. Paris, Smyrna, Georgia—Lockheed-Georgia Company R. C. Stewart, Marietta, Georgia—Lockheed-Georgia Company	183 171
	CO2 GAS OPERATED RIFLE TEAM MATCH AWARD WINNERS 6 entered	
	1. Lockheed Georgia Company Team, Marietta, Georgia	657
	CO ₂ GAS OPERATED INDIVIDUAL PISTOL AWARD WINNERS 34 entered	•
	R. C. Stewart, Marietta, Georgia—Lockheed-Georgia Company R. W. Bocksruker, Los Angeles, California—North American	194

NIRA-AFTMA Fishing

3. T. N. Bowers, Smyrna, Georgia—Lockheed-Georgia Company

CO2 GAS OPERATED PISTOL TEAM MATCH AWARD WINNER

1. Lockheed-Georgia Company, Marietta, Georgia

raditionally, one of the most popular national contests for industrial employees is the one which NIRA co-sponsors with the American Fishing Tackle Manufacturers Association for industrial anglers. Carefully contrived so that a bluegill can win first place as easily as a bonito by means of an ingenious point scoring system, the contest attracted hundreds of employees from NIRA member companies during June, July, and August, 1963. Dean Campbell, Brookhaven National Laboratories, Upton, L. I., N. Y.,



Dean Campbell, Brookhaven National Labs, Upton, L.I., N.Y., broke all previous records in the NIRA-AFTMA Postal Fishing Contest with a 50 lb. striped bass that netted him 685 points in the contest.

took top prize with a striped bass that had the highest total of points (685) in the history of the event. Alex Forrester, Martin Co., Orlando, Fla., became NIRA's fresh water champion with a large mouth bass that scored 629.21 points in the competition.

Listed below are the NIRA fishing contest winnerslisted by month and by specie:

MONTHLY WINNERS

JUNE CONTEST—Winners

FRESH WATER: G. A. Forrester, Martin Co., Orlando, Florida. 14 lb. Largemouth Bass-629.21 total in points.

SALT WATER: Leander Reynolds, Martin Co., Orlando, Florida. 48 lb. Atlantic Sailfish—340 total in points.

JULY CONTEST—Winners

FRESH WATER: Richard Decorek, Ford Motor Co., Highland Park, Mich. 25 lb. Northern Pike-542 total in points.

SALT WATER: Dean Campbell, Brookhaven National Labs., Upton, L. I., N. Y. 50 lb. Striped Bass—685 total in points.

AUGUST CONTEST-Winners

FRESH WATER: John Panfil, R. R. Donnelley & Sons Co., Chicago, III. 10 lb. 8 oz. Walleye-420 total in points.

SALT WATER: Harold H. Day, Martin Co., Orlando, Florida. 7 lb. 10 oz. Spotted Weakfish-502.06 total in points.

SPECIE WINNERS

FRESH WATER DIVISION

Bass, Largemouth (24 entries)-14 lb.

G. A. Forrester, Martin Co., Orlando, Fla. Bass, Smallmouth (5 entries)—6 lb. 4 oz.

Harold Ransom, Consolidated Vacuum Corp., Rochester, N. Y. Bluegill (7 entries)—1 lb. $5\frac{1}{2}$ oz.

Patrick D. Hamilton, Hamm's, St. Paul, Minn.

Catfish, Channel (4 entries)—16 lb. 4 oz

Coleman Augustine, Sr., Delco-Radio, Kokomo, Ind.

Catfish, Bullhead (1 entry)-–3 lb. 14 oz.

D. B. Fidler, Martin Co., Orlando, Fla.

Catfish, Blue (2 entries)—25 lb. 12 oz.

Paul McLean, Martin Co., Orlando, Fla.

Crappie, Black (4 entries)—2 lb. 4 oz

Otto Wolf, R. R. Donnelley & Sons Co., Chicago, III.

Crappie, White (1 entry)-15 oz.

Judith Andrews, McCall Corp., Dayton, Ohio

Muskellunge (3 entries)-

Joseph Parker, City of Toledo, Owens-Illinois, Toledo, Ohio

Northern Pike (9 entries)-25 lb.

Richard Decorek, Ford Motor Co., Highland Park, Mich.

Perch, Yellow (3 entries)-1 lb. 12 oz. Trinidad Flores, R. R. Donnelley & Sons, Chicago, Ill.

Trout Brook (2 entries)-2 lb. 9 oz

Harold Webster, Allen-Bradley Co., Milwaukee, Wis. Trout, Brown (1 entry)—1 lb. 4 oz

Gerold Chadderdon, Martin Co., Orlando, Fla.

Aviation

193

192

748

Trout, Rainbow (2 entries)-3 lb. 1 oz. Kenneth Iler, Owens-Illinois, Toledo, Ohio Walleye (9 entries)-11 lb. R. R. Anderson, Dow Chemical Co., Torrance, Calif.

SALT WATER DIVISION

Bluefish (4 entries)-5 lb. 6 oz. J. Bauer, Martin Co., Orlando, Fla. Bonito (5 entries)-17 lb.

Hank Thompson, Martin Co., Orlando, Fla.

Dolphin (1 entry)-6 ib.

P. Rudakas, R. R. Donnelley & Sons Co., Chicago, III.

Flounder, Summer (1 entry)—2 lb. 9 oz. D. B. Fidler, Martin Co., Orlando, Fla.

Kingfish (7 entries)—24 lb. 8 oz.

Leander Reynolds, Martin Co., Orlando, Fla.

Sailfish, Atlantic (10 entries)-52 lb.

Joseph Crockett, Martin Co., Orlando, Fla.

Sailfish, Pacific (1 entry)—121 lb. 3 oz. Joe Timberlake, Texas Instruments, Dallas, Texas

Weakfish (1 entry)—1 lb. 4 oz.

Alice Thompson, Martin Co., Orlando, Fla.

Spotted Weakfish (13 entries)-7 lb. 14 oz.

L. Joe Whitman, Martin Co., Orlando, Fla. Striped Bass (2 entries)-50 lb.

Dean Campbell, Brookhaven Natl. Lab., Upton, L. I., N. Y.

Tarpon (2 entries)-60 lb.

Raymond L. Starr, Martin Co., Orlando, Fla. Yellowtail (1 entry)—14 oz.

Nick Narushko, Martin Co., Orlando, Fla.



AUFRBACH



Industrial Golf Championship

n mid-August, 1963, the 18th Annual Industrial Golf Championships were held on the courses of Purdue University, Lafayette, Ind., under the able direction of Russ Hanson, Goodyear Tire & Rubber Co., Akron, O., who announced that it would be his firm's last year as tournament coordinator. Henceforth the event will be under NIRA sponsorship.

More than 93 teams from seven states competed in the 36-hole tournament in three classes. Medalists, top teams in A, B, and C classes, and management winners are listed below:

MEDALIST

-Carl Kushin, Westinghouse Electric (77-73)—150 –John McGohan, Standard Register #1 (80-73)—153 C-Bob Dineen, Standard Register #2 (85-84)-169

-1-Westinghouse Electric, Mansfield, Ohio-620

–Goodyear Tire & Rubber, Akron, Ohio–

Ford Motor Co., Dearborn, Mich.—637

–Thompson Ramo Wooldridge, Cleveland, Ohio—640

-Brunswick, Cincinnati—642

-1—National Homes, Lafayette, Ind. #1—661

2-Fansteel Metallurgical, No. Chicago, III.-665

3-Mosler Safe, Hamilton, Ohio-667

–1—Allis-Chalmers, Norwood, Ohio—680 2—National Homes, Lafayette, Ind. #2—699

3—Standard Register, Dayton, Ohio #2—701

MANAGEMENT

R. Mysher, Sinclair Refinery, East Chicago, Ind.—73 Hank Sopka, Thompson Ramo Wooldridge, Cleveland, Ohio—76

In late October, it was announced that the 1964 version of the Annual Industrial Golf Championships would be held at Purdue University, Lafayette, Ind., on August 15-16.

NIRA Photo Contest

■ undreds of employees from NIRA member companies participated this summer and fall in the Annual Photo Contest. Competition was somewhat stiffer this year than usual since the rules specified that all photographs submitted had to be of some phase of the industrial recreation program.

Sheldon Auerbach, The Equitable Life Assurance Society, New York, N. Y., captured top prize—an all expense paid trip to Paris for two-with a photo of an Equitable tennis player in action. Second place was taken by F. W. Cook, amateur photographer with Teletype Corp., Skokie, Ill. Third and fourth place winners were Grant Haist, Eastman Kodak Co., Rochester, N. Y., and Charles H. Orchard, The Boeing Co., Seattle, Wash.

Armco Industrial Trapshoot

In addition to the above-named NIRA-sponsored tournaments several other is a ments, several other independently held events attracted wide participation from NIRA member firms in 1963. One of those was the Fourteenth Annual Armco National Industrial Invitational Trapshoot held in mid-September. The top twenty teams in the final standings-most of them NIRA-member companies—are listed below:

FINAL SQUAD STANDING

Armco Steel Corporation #1	Middletown, Ohio	239
National Lead Company #1	Cincinnati, Ohio	239
Remington Arms Company, Inc.	Bridgeport, Connecticut	238
Walz Motor Company & Alton Central		
Mold Shop	Alton, Illinois	236
Inland Manufacturing Division #1	Dayton, Ohio	234
International Harvester #1	Springfield, Ohio	232
Manchester Machine Company #1	Middletown, Ohio	232
Cincinnati Shaper Company #1	Cincinnati Ohio	232

American Oil Company #2
W. E. Agee, Inc.
The Dayton Power & Light Company #1
Avco, Electronics and Ordnance Division
Delco Products Division GMC #2
Inland Manufacturing Division. #2
Jos. E. Seagram & Sons, Inc. #1
North American Aviation #1
Alcan Company, Inc.
Dayton Tire & Rubber Company
Delco Moraine #5
Westinghouse Electric
Frigidaire, GMC #3

1981 - N. S. 1884 S. (1984) - P. S. (1984) - S. S. (1984) - P. S.	1.40
Whiting, Indiana	232
Hamilton, Ohio	231
Dayton, Ohio	231
Richmond, Indiana	230
Dayton, Ohio	230
Dayton, Ohio	230
Lawrenceburg, Indiana	230
Columbus, Ohio	230
Alton, Illinois	230
Dayton, Ohio	229
Dayton, Ohio	229
Columbus, Ohio	228
Dayton, Ohio	227

World Softball Champs

In the 1963 Amateur Softball Association World Championships—another activity heavily endorsed by the NIRA membership, the Clearwater, Fla., "Bombers" took their seventh world fast pitch title, defeating the Aurora, Ill., "Sealmasters" 1-0. In the fast pitch event there were 13 extra inning games among the twenty participating teams, including one which lasted 31 innings.

The Raybestos "Brakettes," of Bridgeport, Conn., took their fourth world championship in the women's fast pitch event from "Irv Lind Florist," Portland, Ore., before a record breaking crowd of 15,000. The Brakettes were undefeated throughout the tourney.

"Pharr-Yarn," McAdenville, N. C., went through the Men's Industrial Slow Pitch tourney undefeated beating out Wicks Corp., Gastonia, N. C. for their third industrial crown.

"Gatliff's Auto Sales," Newport, Ky., captured the championship out of a field of 46 entries. A record 56 games were played in one day during the Labor Day weekend tournament. Gatliff defeated the 1962 Champs "Skip & Hogan," Pittsburgh, Pa.

In the final event of the ASA Championships, the Women's Open Slow Pitch, "Dana Gardens," Cincinnati, O., captured their second straight world championship, downing "Windy's Tap," Milwaukee, Wis., in the final round.

The "Pharr-Yarn" team (below) defeated all other competition in the Men's Industrial Slow Pitch tourney.



Dayton Bowling Meet

ne of the richest events for industrial competition in the U. S. is the Dayton (O.) Journal Herald National Industrial Bowling Tournament. In 1964 it will reach the top of the world's team tourney pack—surpasing even the ABC in number of entries.



This team won \$12,500 (top prize) in the 1963 Dayton (O.) Journal Herald National Industrial Bowling Tournament. They called themselves "Fluid 5", Water Department, Akron, O.

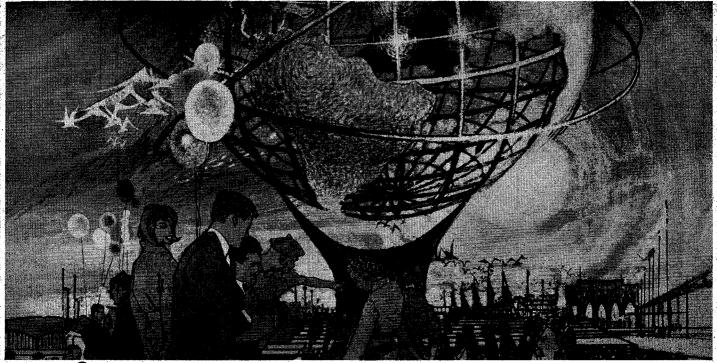
Hosted by the Varsity Bowl, Dayton, O., and managed by Harry Zavakos, the event has posted an amazing growth in the years that it has been operating.

Officials of the event confidently predict that 6,000 teams from coast to coast will compete for an all time high \$125,000 prize list and a first place lure of \$15,000 in the coming year.

Top 20 teams in the event in 1963 are listed below.

Fluid 5, Water Dept., Akron, O	3148	\$12500.00
Swan Rubber, Bucyrus, O		6250.00
Gabriel Engineering No. 1, Cleveland, O		2362.50
I.H.C. Pickups, Springfield, O	3141	2362.50
Chrysler Gear & Axle Plt., Detroit, Mich.	3135	1250.00
McKees Rocks Rockets, P. O., McKees Rocks, Pa	3108	1200.00
Line, Ohio Bell, Dayton, O		1150.00
National Annealing Box, Washington, Pa		1100.00
Omal Finishing No. 1, Olin Mathieson, Hannibal, O	3099	1050.00
Maintenance 5, Int. Harvester, Ft. Wayne, Ind.	3096	1000.00
E. L. Sowder Co., Dayton, O	3092	950.00
IBM, Whirlpool, Clyde, O	3091	900.00
Paper Peddlers, Ohio & Mich. Paper, Toledo, O	3082	850.00
Urchins, Babcock & Wilcox, Barberton, O	3080	800.00
Diehl Dandies, Hough Bakeries, Cleveland, O	3079	750.00
W.S.X. Five, Weirton Steel, Weirton, W. Va.	3078	700.00
Gary Workers, U.S.S., Gary, Ind.	3074	650.00
Atomic Bombs, Westinghouse, Pittsburgh, Pa.	3071	625.00
Mixers, Frigidaire, Dayton, O	3069	587.50
NCR Platers, Dayton, O	3069	587.50

The tourneys listed here are the primary areas of industrial competition during 1963. NIRA events have shown a steady increase in number of participants in the several years since all of them were begun. They are constantly under study for ways to improve them and increase the participation. New tournaments are under discussion, and the number of NIRA events will almost certainly increase in the next few years. Overall participation is confidently expected to skyrocket as NIRA gains additional experience in administering the national events, and as support among NIRA regular and commercial members increases.



Unisphere o prosents by USS United States Steel @ 1961 New York World's Fair 1964-1965 Corporation

Most exciting group travel idea for 1964!

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SOME YEARS it's hard to find a popular group travel idea. But not next year. For 1964 is New York World's Fair year. Consult the American Express Travel Agency. They can obtain excellent discounts on travel to New York for qualified groups. And their attractively priced 3,4 and 7-day World's Fair tours include all the essentials—hotels, fair admission, sightseeing, even entertainment. Here are a few good-value examples*:

3-day tours (2 nights), 1 admission to the fair, sightseeing by bus or boat, or ice show. Examples:

Barbizon Plaza Hotel (single)\$36.75 Motel City (double) \$23.75 Chesterfield Hotel (double) \$17.00

4-day tours (3 nights), 2 admissions to the fair, sight-seeing or ice show. Examples:

Commodore Hotel (single) \$43.75 (double) \$36.00 Park Sheraton Hotel (triple) \$36.00 Century Hotel (triple) \$24.75 **7-day tours** (6 nights), 3 admissions to the fair, sight-seeing or ice show. Examples:

Waldorf-Astoria Hotel (single) \$134.25 Sheraton Motor Inn (double) \$77.25 Shelton Towers Hotel (triple) \$51.00

Including those mentioned above, American Express can arrange accommodations in 6 motels, 24 hotels—prices from \$17.00 to \$134.25. Mail the coupon today. Find out how you can arrange next year's most exciting group travel program.

*All prices quoted per person.

AMERICAN EXPRESS

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How to BUDGET SELECT and PURCHASE Athletic Goods

From booklet by Athletic Goods Manufacturers Association

The administrative responsibility for selecting and purchasing athletic equipment should be clearly defined and delegated. Because athletics involve the health and safety of the participant, the selection and purchase of athletic equipment must meet rigid standards of quality and safety.

It is important that a close relationship exist in all matters of athletic equipment between the coach and recreation director, or between the recreation director and the member of the recreation association board of directors responsible for the sport.

In budgeting for athletic expenditures, it is important to remember that the primary purpose of having a budget at all is to proportion expenditures in relation to estimated income.

In industrial recreation programs, spectators can't be depended upon in most cases to contribute substantially to the athletic budget. Recreation association memberships, grants from the company, and profits from vending operations are primarily sources of filling out the recreation budget.

The budget is a device for planning expenditures within available finances. The athletic budget is usually broken down by individual sports. Athletic equipment will actually form only a section of the entire recreation budget.

Each coach, or member of the board attached to that sport, should be required to estimate his equipment expenditures for the new season. This estimate is as important as the actual buying of new equipment.

The individual who continually asks for additional appropriations, due to improper budget estimates, will soon lose the confidence of those who must okay his requirements.

Budget estimates should be accurate and carefully itemized. Here are some of the procedures and suggestions that will help you simplify the job of estimating and budgeting expenditures for new athletic equipment:

The equipment inventory is a detailed account of the condition, type, size, and quantity of equipment on hand. The inventory should be kept as simple as possible, and it should

be kept up to date. Inventories are usually taken only once a sport season—at the end of the season—and reflect the status of equipment for that sport. An individual with thorough knowledge of the activity should be responsible for its preparation.

The inventory is the basic instrument for determining new equipment needs for the following season. The inventory should show the equipment on hand, what equipment should be destroyed or repaired, what losses have occurred, and what new equipment has been purchased during the season.

The recreation director may find it helpful to maintain two kinds of forms on athletic equipment: 1) the Individual Property Card—for each piece of large, major equipment, and 2) the General Inventory Form, which includes a complete listing of all equipment. Both cards should include such specifications as "description, size, specifications, year purchased, condition, place stored," and so forth.

In preparing the budget, use the inventory forms as your guide in estimating new equipment needs. An accurate record should also be kept for all financial transactions involving athletics. This should be done by individual sports and include such things as new equipment costs, transportation, medical expenses, insurance, publicity, officials, awards, repairs, etc. The information, if properly kept, will provide a basis for making the following year's budgetary estimates.

An accurate record should also be kept of all athletic receipts. This should include gate receipts (if any), donations by company, and other sources of funds. This information will help you determine the estimated availability of funds for next year's budget and help you determine what portion of the budget must be financed with "new money."

Don't pad the budget, in the sense of ordering more equipment than you could possibly use in one season. On the other hand, leave a provision in the budget for "unforeseen" expenses and emergencies.



Drafting of the athletic budget should be the direct responsibility of the recreation director, though it should be thoroughly discussed with coaches, recreation association directors, and others concerned with the company athletic program.

After the struggle with the budget is behind you, comes the task of selecting the equipment.

Important items to remember when purchasing equipment include the design of the material, its utility and cost of maintenance, the safety factors, quality of workmanship, source of supply, and, of course, price.

Efficient equipment selection is contingent upon the buyer's individual ability to correctly analyze these six "measuring sticks for sound buying." In many cases you will find yourself depending upon the salesman or the manufacturer to supply this information and satisfy you with product details.

While design is often important to the structural efficiency of the equipment, many times the extras and frills serve no functional purpose. In protective equipment, let the safety factor alone be the deciding one.

There are always a staggering number of new products on the market. All reputable equipment manufacturers have regular testing programs and thoroughly test new items before they are introduced for sale.

It is never wise to sacrifice quality for price. The recreation director is not expected to be a manufacturing specialist, but he is expected to spend the athletic money wisely. Equip your teams with well-constructed equipment.

One major fault of most equipment purchasers is that they don't plan ahead. Athletic equipment is at best a seasonal item and manufacturers are fighting a constant battle to level off the peak season rush through early placement of orders.

It is generally a good rule of thumb that equipment for the new season should be ordered within the four months following the close of the old season.

SOME DO'S AND DON'TS

- —DO budget for some replacements each year even though you begin with a new set of uniforms or equipment at the start of the season.
- —DO buy the best protective equipment, even if it means less equipment.
- -DO buy from reputable sources of supply.
- —DO order individual sizes carefully.
- —DO scrutinize your inventory carefully before buying.
- -DON'T be haphazard in equipment selection.
- —DON'T buy on price alone; there's no substitute for quality.
- —DON'T buy a radical new material before you are duly convinced of its quality.
- —DON'T buy materials that risk the reputation and possible safety of the user.
- -DON'T forget to order athletic equipment early.

Tn Tips for Profitable Athletic Equipment Administration

The following is a checklist of important points to help you establish good equipment administration practices:

- 1. Adequate equipment should be provided every participant in athletics. The equipment should be of proven high quality and afford maximum safety to the participant.
- 2. Selection of athletic equipment should be a major responsibility of the recreation director. The head coach of each sport, or a member of the recreation association board of directors who is responsible for the sport, should be consulted before purchases are made by the recreation director.
- 3. Care and maintenance of equipment should be the responsibility of the head coach of each sport. In companies with very large programs, it may be practical to appoint a full-time equipment manager.
- 4. All sports participants should be instructed in the care and use of equipment.
- Equipment purchasing, budgeting, and maintenance policies should be established cooperatively by the coaching

staff, recreation director, recreation association board and company purchasing department.

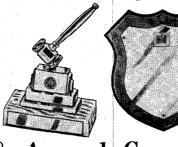
- Quality of equipment should never be sacrificed for price.
- 7. Uniform procedures should be established for solving all problems concerning athletic equipment.
- 8. Adequate space should be provided for a partitioned stock room where bins and cabinets can be utilized for storing and handling athletic equipment.
- 9. The scope of the athletic and physical education programs should be the basic blueprint for the athletic budget. The budget should reflect the company's entire program and its goals in recreation. The budget should be prepared by the recreation director, with assistance from coaches, managers, and recreation association board members. It should include all anticipated expenditures and receipts—and should be itemized by sport.
- 10. New equipment needs should be determined and budgeted at least one year in advance.

Customized INDUSTRIAL Retirement Gifts,

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America's Leading Distributor of Industrial Awards & Sports Trophies now offers TREMENDOUS DISCOUNTS to Recreation Managers!



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"Logos are our specialty"

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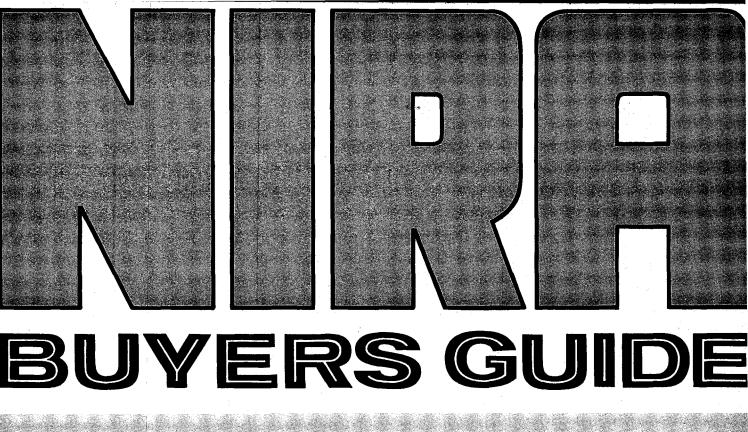
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PURPOSE OF THE GUIDE: It is NIRA's primary intention in developing this guide to give you, the recreation director, a useful year-round tool for the selection and purchase of recreation goods and services; secondly, the guide is intended to provide a unique service to the companies listed here, because they have demonstrated their support for NIRA through memberships, advertising, or exhibits at NIRA conferences. HOW TO USE: Firms are listed in alphabetical order in sections which describe their general field of interest—"SPORTING GOODS, TRAVEL," etc.—and when further classification is necessary, according to a specific product or service—"Table Tennis, Tour Operator," and so forth. (For a complete breakdown of categories, see top of next page.) ADS IN THIS ISSUE: In many cases, the firms listed in the Guide have advertisements in this issue. A note to that effect is carried with the listing and it will be helpful to you to refer to the ad for a complete product appraisal when using the guide.



BUYERS G

ATHLETIC APPAREL BEVERAGES **CRAFTS & GAMES** ENTERTAINMENT **FACILITIES**

- -Architects
- —Park & Playground Apparatus
- -Maintenance Supplies
- —Recreation Areas

RECREATION CENTER INSTALLATIONS PRIZES, TROPHIES, GIFTS

SERVICE ORGANIZATIONS SPORTING GOODS

- ---Archery
- ---Baseball
- —Basketball
- —Billiards
- -Bowling
- —Fishing Tackle
- -Football
- -Golf
- —Gymnastics

- -Softball
- —Table Tennis
- —Tennis
- -Miscellaneous Sporting Goods

TRAVEL

- —Carriers
- —Hotels & Resorts
- -Tour Operators
- -Convention Bureaus

VENDING

MISCELLANEOUS

ATHLETIC APPAREL

AMF Pinspotters, Inc.

Full line of bowling equipment—and sporting goods under the Voit label.

–J. B. Donovan, Jericho Turnpike, Westbury, L.I., N.Y. Ph: ED 3-6900

Brunswick Corp.

Complete line of bowling accessories.
—I. G. Thomas, V.P., 623 S. Wabash Ave., Chicago, Ill. 60605
Ph. WE 9-3000

Brunswick Sports

Varied line of athletic and sportsman's apparel under "Mac-Gregor" and "Red Head" labels: —4861 Spring Grove Ave., Cincinnati 32, Ohio

Ph: 541-3464

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Imprinted sweat suits, tee shirts, jackets, gym suits, hats, emblems, pennants, ribbons, banners. Custom-made. Submit quantity and design.

-Dick Keezer, Sales Dir., Chadwick St., Plaistow, New Hamp-shire 03865 Ph. 603-382-8936

Champion Knitwear Co., Inc.

Processed sportswear.

—Ioe Carroll, 115 College Ave., Rochester 7, New York

Ph: BR 1-2235

Converse Rubber Co.

Footwear for basketball, tennis, track, football, boating, fishing, hunting.

-Grady Lewis, 2000 Mannheim Rd., Melrose Park, Ill. Ph: 312 FI 5-3440

King Louie International, Inc.

Bowling shirts and blouses, skirts, and slacks. —311 W. 8th St., Kansas City, Mo. Ph. E Ph: BA 1-2977

The MacGregor Co.

Varied line of sporting goods apparel. (see listing under Brunswick Corp.)

BEVERAGES

The Coca-Cola Co.

Soft drinks in all sizes and types of packages. —Gilmer G. Weston, 310 North Ave., Atlanta, Ga. Ph: TR 5-3411

Pepsi-Cola Co.

Pepsi-Cola, Teem, and Patio flavors.

—Bob Thomson, 500 Park Ave., New York 22, N.Y. Ph: MU 8-4500

The Seven-Up Co.

Seven-Up in bottle sizes, plus pre-mix and post-mix. Some markets have dietic product "LIKE". 12-oz. cans available in most markets.

-Joseph R. Schaack, 1300 Delmar Blvd., St. Louis, Mo. 63177

Ph: GA 1-0960

CRAFTS & GAMES

Tandy Leather Co.

Leather, tools, patterns, leather kits and related products.

—James L. West, Pres., 1001 Foch St., P.O. Box 791, Fort Worth, Tex. Ph. ED 5-4161

U.S. Playing Card Co.

Manufacturers of playing cards—Congress, Bicycle, Bee's, etc. Allison F. Stanley, President, Beech St. & Park Ave., Cincinnati 12, O.

ENTERTAINMENT

Holiday on Ice Shows

World famous Ice Show. Special arrangements for industrial

groups when appearing in your area.

—John Finley, Dir. Pub. Rel., 1860 Broadway, New York 23, N.Y. Ph. CI 6-8660

Paramount Attractions

Talent production organization specializing in industrial recreation field. For employee functions where music and entertainment is considered.

-Arthur Goldsmith, 952 N. Michigan Ave., Chicago, Ill. 60611 Ph. 312-944-2650

(See ad on page 42)

Twyman Films, Inc.
Distributors of 16mm sound motion pictures, feature length and shorts for noon movies, family nights, and special events.
—Alan P. Twyman, Program Consultant, 329 Salem Ave., Dayton, Ohio 45401 Ph: 513-222-4014

FACILITIES

ARCHITECTS

Harrison-Brauer-Rippel

Professional design and engineering service for the development of outdoor recreation space.

Arthur L. Harrison, Municipal Airport, Box 328, Ames, Iowa Ph: 232-1589

PARK & PLAYGROUND APPARATUS

American Playground Device Co.

Heavy duty playground, swimming pool, dressing room equipment; picnic grills and tables, park benches, softball and tennis backstops.

Warren P. Miller, President, P.O. Drawer 790, Anderson, Ind. Ph: 317-642-0280

(See ad on page 33)

Game-Time, Inc.

Playground equipment, physical fitness equipment, park equipment and furniture.

-Robert Wormser, Litchfield, Mich.

Miracle Equipment Co.

Complete line of attractive playground equipment featuring fiberglas swings, slides, whirls, tables, benches, and shelters in permanent colors.

—Ď. H. Howig, Box 275, Grinnell, Iowa Ph: 515-236-4000

Porter Athletic Equipment Co.

Varied line of gymnastic, playground, and basketball equip-

ment. Distributors in every state to install and service.

—Leonard G. Naab, Sales Mgr., 9555 W. Irving Park Rd. Schiller Park, Ill. Ph: NÄ 5-5405

Recreation Equipment Corp.

Playground equipment, swimming pool equipment, indoor basketball backstops. —John D. Nash, Dept. RM, Anderson, Ind. Ph: 643-5315

MAINTENANCE SUPPLIES

Hillyard Chemical Co.

Manufacturers of floor treatment and maintenance materials servicing institutional and industrial trade...cleaners, waxes, seals, gym finishes, and dressings.

R. Haskell Hillyard, 302 N. 4th St., St. Joseph, Mo. Ph: 816 AD 3-1321

(See ad on page 33)

R. L. Gould Co.

Complete service & sales on Jacobsen-Worthington, Ryan equipment, Hudson, Parker, Locke, fertilizer, chemicals and other companion lines.

-500 Jackson Street, St. Paul 1, Minn. Ph: CE 4-7843

Toro Manufacturing Corp.

Gasoline engine powered mowers in all sizes. Also Toro-Whirlwind rotary mowers, 19 in. to 50 in.

—Ken Johnson, 850 South Florida, Minneapolis 26, Minn.

RECREATION AREAS

Camden Park

-Robert N. Burley, Off. Mgr., P.O. Box 1794, 5000 Waverly Rd., Huntington, W. Va. Ph: 429-4231

Euclid Beach Park

The Humphrey Co., Euclid Beach Park, E. P. Shilliday, Mgr., Cleveland 10, Ohio Ph. IV 1-7575 Ph: IV 1-7575

Four Lakes Recreation Area

Private picnic areas, swimming pool, catering, banquet and party facilities, hayride-square dance parties, learn-to-ski parties.

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Amusement park consisting of 31 rides, refreshments, minia-

ture golf course, boating, and fishing.

—Charles W. Schryer, Pres. & Gen. Mgr., Box 84, Aurora,
O. 44202 Ph. LO 2-7131

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AMF Pinspotters, Inc.

Manufacturers of automatic pinspotters; underlane ball returns; streamlane decor equipment; bowling lanes, pins, balls, bags,

—I. F. Donovan, Jericho Turnpike, Westbury, L.I., N.Y. Ph: ED 3-6000

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Spectator seating for multi-sports events both indoors and out-doors including all steel portable bleachers, "Parkline" doors including all steel portable bleachers, 'Parkline' bleachers, and Ez-A-Way telescopic gym seats.

—David McCarthy, Sales Mgr., P.O. Box 151, Berlin, Wis.

Ph: 361-2152

(See ad on page 34)

Brunswick Corp.

Bowling balls, bags, and shoes. Billiard tables and accessories. —G. J. O'Keefe, 623 S. Wabash Ave., Chicago, Ill. 60650 Ph: WE 9-3000

PRIZES, TROPHIES, GIFTS

American Trophy & Award Co.

Manufacturing and sales. Trophies and plaque-awards and specialists in incentive programs for industry. Custom engravers.

—823 S. Wabash Ave., Chicago, Ill. Ph. WE 9-3252 (See ad on page 20)

Eastman Kodak Co. Business gifts for less than \$25.

-Premium Sales Div., Rochester 4, N.Y.

Edwin W. Lane Co.

Incentive awards, trophies, plaques, emblematic jewelry, busi-

ness gifts, advertising specialties, prizes.
—Don Thompson, 32 W. Randolph, Chicago, Ill. 60601

(See ad on page 34)

Moffett & Klein Corp.
"Congratulations," an industrial baby shoe program.
—John E. Klein, 141 E. 44th St., New York 17, N.Y.
Ph: OX 7-1060

F. H. Noble & Co.

Complete line of trophies, awards, etc., for industrial recreation programs.

-J. A. Leonard, Sales Mgr., 559 W. 59th St., Chicago, Ill. 60621

Organization Services, Inc.
Picnics, parties, favors, incentives, gifts. Specialists in Christmas parties for children.

-Irv Richter, Pres., 8259 Livernois, Detroit 4, Mich.

Ph: TE 4-9020

Paradise Products, Inc.

Specializing in ideas and products for employee parties.

—Andy Andrian, Pres., P.O. Box 415, El Cerrito, Calif.

Saunders Mfg. & Novelty Co.

Christmas toys and packages, candy canes and stockings; party favors and hats for New Year's.

—Dave Shanker, 708 Frankfort Ave., Cleveland 13, O.

Ph: 216-241-3817

Trophies, medals, pins, and awards.
—Dick Marxen, 635 Second Ave. North, Minneapolis 3, Minn. Ph: FE 5-2343

SERVICE ORGANIZATIONS

Amateur Softball Association

Official softball rulebook and guide; BALLS & STRIKES, softball newspaper; illustrated softball rules and how to improve your softball; full advisory service to all NIRA members.

—Don Porter, 11 Hill St., Suite 201, Newark 2, N.J. Ph: MA 3-6375

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SERVICE ORGANIZATIONS (Cont.)

American Bowling Congress
Founded in 1895, this non-profit membership service and rules organization today serves 5 million members and is dedicated to the ideals of all bowling.

Frank K. Baker, Executive Secretary-Treasurer, 1 Capitol Dr., Milwaukee 11, Wis. Ph: WO 2-3520

American Fishing Tackle Manufacturers Association

A non-profit organization of U.S. manufacturers whose objective is to maintain a high standard of conduct, efficiency and usefulness to the industry, to the government and to the public.

—A. J. Boehm, Exec. Dir., 20 N. Wacker Drive, Chicago, Ill. 60606 Ph: CE 6-0565

Association of American Playing Card Manufacturers

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—John B. Powers, Exec. Sec., 420 Lexington Ave., New York.

17, N.Y. Ph. MU 5-2472

The Athletic Institute

"How to Improve Your" sports series booklets, instructor's guides and 35mm color, sound slidefilms on the most popular

-Joseph H. Hill, Dir. of Promotion and Pub. Rel., 805 Mer-chandise Mart, Chicago, Ill. 60654 Ph. 312-527-2680

(See ads on pages 6 & 39)

Billiard Congress of America

Official ruling body of Billiards. Publishers of official Rule and Record Book (\$1,25); and Instructional Guide Booklet (.25).

—William Sheffer, Pres., 203 N. Wabash Ave., Chicago, Ill. 60601 Ph: AN 3-6697

Bowling Proprietors Assn. of America

National non-profit trade association performing a wide variety of services for member proprietors and establishments. Also sponsor new Youth Bowling Association which stresses conformity with each state's high school athletic association eligibility rules and the proprietor's responsibility for conduct of the program.

Howard C. Seehausen, Exec. Dir., 111 S. Washington, Park Ridge, Ill. Ph. 825-5591

Boy Scouts of America, National Council

Fun, character development, citizenship training, physical fitness for the boys of America.

—Wallace Hill, Dir. Industrial Relations, New Brunswick, N.J.

Ph: CH 6-6000

International Association of Amusement Parks

Dedicated to publicizing advantages of using amusement parks for company picnics and outings.

—Robert H. Blundred, Exec. Secy., 203 N. Wabash Ave.,
Chicago, Ill. 60601 Ph. RA 6-1428

National Bowling Council

Materials and programs for the promotion of bowling in industrial plants, factories and industry in general.

—Ronald J. Dunlap, 3925 West 103rd St., Chicago, Ill. 60655

Ph: PR 9-3340

The National Golf Foundation, Inc.

Nation's source of planning and organizing information for the development of all types of golf activities and facilities.

—Rex McMorris, 804 Merchandise Mart, Chicago, Ill. 60654 Ph: WH 4-3564

(See ad on pages 3 & 4)

National Industrial Recreation Association

National non-profit association dedicated to increasing recreation among industrial employees. Major source of recreational program information. Publishers of RECREATION MANAGEMENT.

-Don L. Neer, Exec. Dir., 203 N. Wabash Ave., Chicago, Ill. 60601 Ph. AN 3-6696

(See ad on page 28)

National Rifle Association

Recreational shooting programs for rifle, pistol, and shotguns. Shooting publications, including AMERICAN RIFLEMAN.

—J. H. Fauntleroy, 1600 Rhode Island Ave., N.W., Washing-Ph: 783-6505 ton, D. C. 20036

(See ad on page 29)

National Sporting Goods Association

National trade association for the sporting goods industry, publishers of SELLING SPORTING GOODS, monthly trade magazine.

G. Marvin Shutt, Exec. Dir., 23 East Jackson Blvd., Chicago, Ill. 60604 Ph: 312 HA 7-8191

Ill. 60604

Sportsmen's Service Bureau
Furnishes, without charge, informative pamphlets and consultant service relating to shooting sports program.

—Jim Dee, 250 E. 43rd St., New York 17; N.Y.
Ph: MU 6-1814

The World Outdoors, Inc.

Free hunting, fishing, and adventure films in color and sound. Write for free catalogue.

-P.O. Box 549, Danbury, Conn.

Ph: 748-2726

SPORTING GOODS

ARCHERY

Ben Pearson, Inc.

Ben Pearson bows, arrows, sets, leathergoods, targets and accessories.

-Pine Bluff, Arkansas Ph: IE 4-6411

Shakespeare Company

Full line of archery equipment.
W. J. Laurent, Adv. Mgr., 241 E. Kalamazoo Ave., Kalamazoo, Mich. Ph. FI 4-0101

BASEBALL

Adirondack Bats, Inc.

Adirondack bats.

Hal Schumacher, Adv. Mgr., McKinley Ave., Dolgeville, New York Ph: 315-429-5281

(See ad on page 2)

Brunswick-MacGregor Co. Complete line of baseball equipment.

-4861 Spring Grove Ave., Cincinnati 32, Ohio Ph: 541-3464

J. deBeer & Son

Baseballs.

-66 Orange Street, Albany 1, New York Ph: HO 5-3345

The Hanna Manufacturing Co.
Baseball, Little League, and other Youth league bats.

—J. E. Broadnax, P.O. Box 1266, Athens, Ga. Ph:

Hillerich and Bradsby Co.

Louisville Slugger bats.

-Jack McGrath, V.P., Dir. Adv. & Prom., 434 Finzer St., P.O. Box 506, Louisville, Ky. 40201 Ph: 585-5226

(See ad on back cover)

Spalding Sales Corp.

Complete line of baseball equipment.

 Howard Nannen, Gen. Sales Mgr., Chicopee, Mass. Ph: 413-536-1200

Wilson Sporting Goods Co.

Complete line of baseball equipment.

—Gene Da Cosse, 2233 West St., River Grove, Ill. 60171
Ph. GL 6-6100

BASKETBALL

Brunswick-MacGregor Co.

Complete line of basketball equipment.

—4861 Spring Grove Ave., Cincinnati 32, Ohio Ph: 541-3464

Converse Rubber Co.

All Star basketball shoes.

-Grady Lewis, 2000 Manheim Rd., Melrose Park, Ill. Ph. FI 5-3440

Porter Athletic Equipment Co.

Basketball equipment.
—Leonard G. Naab, Sales Manager, 9555 W. Irving Park Rd.,
—Dh. NA 5-5405

Rawlings Sporting Goods Co.

Complete line of basketball equipment.

—Charles E. Farrington, 2300 Delmar Blvd., St. Louis, Mo. 63166 Ph. CH 1-2900

Spalding Sales Corp.

Complete line of basketball equipment.

-Howard Nannen, Gen. Sales Mgr., Chicopee, Mass. Ph: 413-536-1200

Wilson Sporting Goods Co.

Complete line of basketball equipment.

—Gene Da Cosse, 2233 West St., River Grove, Ill. 60171 Ph: GL 6-6100

BILLIARDS

Brunswick Corp., Bowling & Billiard Div.

Billiard tables, accessories, maintenance equipment, and in-

structional films.
—J. G. Thomas, V.P., 623 S. Wabash Ave., Chicago, Ill. 60605 Ph: WE 9-3000

AMF Pinspotters, Inc.

Complete line of billiards for home and commercial use.
—J. F. Donovan, Jericho Turnpike, Westbury, L.I., New York
Ph: ED 3-6900

BOWLING

AMF Pinspotters, Inc.

Complete line of bowling equipment and accessories.

—J. F. Donovan, Jericho Turnpike, Westbury, L.I., New York
Ph. ED 3-6900

Brunswick Corp., Bowling & Billiard Div.
Bowling equipment, supplies, and instructional films.
—J. G. Thomas, V.P., 623 S. Wabash Ave., Chicago, Ill. 60605
Ph: WE 9-3000

FISHING

Shakespeare Co.

Complete lines of fishing tackle. —W. J. Laurent, Adv. Mgr., 241 E. Kalamazoo Ave., Kalamazoo, Mich. Ph. FI 4-0101

Converse Rubber Company

Fishing boots. —Grady Lewis, 2000 Mannheim Rd., Melrose Park, Ill. Ph: FI 5-3440

FOOTBALL

Brunswick-MacGregor Co.

Complete line of football goods. -4861 Spring Gove Ave., Cincinnati 32, Ohio Ph: 541-3464

Rawlings Sporting Goods Co.

Complete line of football equipment.
—Charles E. Farrington, 2300 Delmar Blvd., St. Louis, Mo.

Spalding Sales Corp.

Complete line of football equipment. -Howard Nannen, Gen. Sales Mgr., Chicopee, Mass. Ph: 413-536-1200

Wilson Sporting Goods Co.

Complete line of football equipment.

—Gene Da Cosse, 2233 West St., River Grove, Ill. 60171 Ph: GL 6-6100

GOLF

Brunswick-MacGregor Co.

Complete line of golf goods.
—4861 Spring Grove Ave., Cincinnati 32, Ohio Ph: 541-3464

Golf Ball Advertising Co.

Golf balls, liquid or steel center, imprinted with company and/or golf league names, trademarks.

—Chick White, Sales Mgr., P.O. Box 4332, Philadelphia 18, Pa. Ph. LO 3-3745

Hillerich and Bradsby Co.

Hillerich and Bradsby and Power-Bilt golf clubs. —Jack McGrath, 434 Finzer St., P.O. Box 506, Louisville, Ky. Ph: 585-5226 40201

International Golf Products

Adjustable all-in-one golf clubs.

—W. W. Beutler, Oakbrook Road, Oak Brook, Illinois Ph: 654-2266

Northwestern Golf Co.

Golf clubs. -4701 N. Ravenswood Ave., Chicago, Illinois

Ph: 275-0500

Par Golf Mfg. Co.

Golf supplies for indoor and outdoor practice ranges, miniature, regulation, and Par 3 courses. Wholesale prices on golf balls, bags, clubs, and accessories.
—George W. Lynn, Milan, Illinois

Ph: 787-1757

(See ad on page 42)

Rawlings Sporting Goods Co.

Complete line of golf goods.

—Charles E. Farrington, 2300 Delmar Blvd., St. Louis, Mo-63166 Ph: CH 1-2900

Shakespeare Co.

Complete line of golf equipment.
—W. J. Laurent, Adv. Mgr., 241 E. Kalamazoo Ave., Kalamazoo, Mich. Ph: FI 4-0101

Spalding Sales Corp.
Complete line of golf equipment.
Howard Nannen, Gen. Sales Mgr., Chicopee, Mass. Ph: 413-536-1200

TEEBIRDIE Co.

Golf carts for two passengers and their equipment.
—R. P. Salzbach, 1424 Omaha St., Souix City, Ia. Ph: 5-7683

Wilson Sporting Goods Co.

Complete line of golf equipment.

—Gene Da Cosse, 2233 West St., River Grove, Ill. 60171 Ph: GL 6-6100

GYMNASTICS

Porter Athletic Equipment Co.

Varied line of gymnastic equipment.
—Leonard G. Naab, Sales Mgr., 9555 West Irving Park Rd.,
Schiller Park, Ill. Ph. NA 5-5405 Schiller Park, Ill.

SOFTBALL

Adirondack Bats, Inc.

Adirondack bats.

-Hal Schumacher, McKinley Ave., Dolgeville, N.Y. Ph: 315-429-5281

J. deBeer & Son deBeer softballs.

–66 Orange St., Albany 1, New York Ph. HO 5-3345

Brunswick-MacGregor Co.

Complete softball line.

4861 Spring Grove Ave., Cincinnati 32, Ohio Ph: 541-3464

The Hanna Manufacturing Co.

Softball bats.

–J. E. Broadnax, P.O. Box 1266, Athens, Ga. Ph: LI 8-2244

Hillerich and Bradsby, Co.

Louisville Slugger bats. —434 Finzer St., P.O. Box 506, Louisville, Ky. 40201 Ph: 585-5226

Rawlings Sporting Goods Co.

Complete line of softball equipment.

—Charles E. Farrington, 2300 Delmar Blvd., St. Louis, Mo. 62166 Ph: CH 1-2900

Spalding Sales Corp.

Complete line of softball goods.

-Howard Nannen, Gen. Sales Mgr., Chicopee, Mass. Ph: 413-536-1200

Wilson Sporting Goods Co.

Equipment and accessories for softball. Gene Da Cosse, 2233 West St., River Grove, Ill. 60171

TABLE TENNIS

Harvard Table Tennis Corp.

Table tennis equipment including sets, tables, bats, nets, posts and balls.

-Edmund Heller, 60 State St., Boston 9, Mass. Ph: UN 4-5180

Sico Manufacturing Co., Inc.

Mobile folding tennis table.

-E. M. Fauchald, Vice Pres., 5215 Eden Ave. South, Minne-apolis 24, Minn. Ph: WE 9-4663

TENNIS

Brunswick-MacGregor Co.

Complete tennis line. 4861 Spring Grove Ave., Cincinnati 32, Ohio Ph: 541-3464

Converse Rubber Co.

Tennis shoes.

Grady Lewis, 2000 Manheim Road, Melrose Park, Ill. Ph. FI 5-3440

Dayton Racquet Co.

Steel framed racquets with steel springs.
—302 S. Albright St., Arcanum, Ohio Ph: 692-8556 (See ad on page 42)

Rawlings Sporting Goods Co.

Complete tennis line.

—Charles E. Farrington, 2300 Delmar Blvd., St. Louis, Mo. 63166 Ph: CH 1-2900

Spalding Sales Corp.

Complete tennis line.

-Howard Nannen, Gen. Sales Mgr., Chicopee, Mass. Ph: 413-536-1200

Wilson Sporting Goods Co.

Complete tennis line

-Gene Da Cosse, 2233 West Street, River Grove, Ill. 60171 Ph: GL 6-6100

MISCELLANEOUS SPORTING GOODS

Adirondack Bats, Inc.

Skis, toboggans, croquet sets and water skis. Hal Schumacher, McKinley Ave., Dolgeville, N.Y. Ph: 315-429-5281

(also see other SPORTING GOODS listings)

Brunswick Sports

Brunswick manufacturers complete lines of athletic goods including basketball, baseball, softball, track, golf and football, and others under the "MacGregor" label; a varied line of sportsman's apparel under "Red Head" label (see other SPORTING GOODS listings)

Converse Rubber Co.

Footwear for field court, boating, and hunting -Grady Lewis, 2000 Mannheim Rd., Melrose Park, Ill. Ph: FI 5-3440

(also see other SPORTING GOODS listings)

Ideas, Inc.

Isometric rope exercise system. 42 exercises for entire family. —118 Grand Ave., Laramie, Wyo. 82070 Ph. 307-742-6668

Jarts Sales

New outdoor game for employee clubs, recreation departments, other groups.

-Jack Niles, 641 Fourth Avenue So., South St. Paul, Minn. Ph: 451-6620

Rawlings Sporting Goods Co.

Complete track line.

-Charles E. Farrington, 2300 Delmar Blvd., St. Louis, Mo. 63166 Ph. CH 1-2900 63166 (also see other SPORTING GOODS listings)

Spalding Sales Corp.

Complete track, soccer, squash, badminton, and volleyball line. Howard Nannen, Gen. Sales Mgr., Chicopee, Mass. Ph: 413-356-1200 (also see other SPORTING GOODS listings)

Wilson Sporting Goods Co. Complete track line.

-Gene Da Cosse, 2233 West Street, River Grove, Ill. 60171 Ph: GL 6-6100

(also see other SPORTING GOODS listings)

TRAVEL

CARRIERS

Air-India

International Airline

-William F. Burke, Sales Mgr., U.S.A. and Can., 410 Park Ave., New York 22, N.Y.

Braniff International Airways

Scheduled commercial airline operating into 33 cities in the United States, South America, and Mexico.
—Robert T. Phinney, Exchange Park, Box 35001, Dallas, Tex.

Ph: FL 2-1721

Caribbean Cruise Lines

Steamship cruise operators, specializing in conventions and business meetings afloat for groups ranging from 50 to 500.

—John E. Smith, Jr., President, 600 Southern Building, Washington, D.C. 20005 Ph. ST 3-8181

Irish International Airlines

International airlines, with daily flights from New York and Boston, serving 33 key destinations in Ireland, Britain and the Continent.

—Marion Brennan, Group Tour & Travel Manager, 572 Fifth Aye., New York 36, N.Y. Ph. PL 7-9200 Japan Air Lines

International airline, national flag carrier of Japan, jet courier service to U.S., Japan, Orient, Europe.

—H. Kuriyama, 240 Stockton St., San Francisco, Calif. 94108 Ph: YU 2-7343

KLM Royal Dutch Airlines

International airline, serving more than 100 cities in 68 countries on all six continents.

L. M. Nobiletti, 609 Fifth Ave., New York 17, N.Y. Ph: PL 9-2400

Lufthansa German Airlines

International airline.
—Helmut U. Werner, Commercial Sales Mgr., 410 Park Ave.,
New York 22, N.Y.

Sabena Belgian World Airlines

Recreation travel: Charters and special group arrangements for qualified organizations. Daily transatlantic Boeing jets to Europe, Middle East, Africa -720 Fifth Avenue, New York, N.Y. 10019

(See ad on page 43)

SWISSAIR

Jet services from New York, Chicago, Montreal to Europe and

Helga M. Meyer, Spec. Promotions Mgr., 3 East 54th St., New York 22, N. Y. Ph: 995-3800

(See ad on page 7)

Trans World Airlines Inc.

Transportation to Europe, Middle, and Far East. Specialists in

Group Travel.

—D. E. Midgley, 380 Madison Ave., New York, N.Y. 10017

Ph. OX 5-4525

HOTELS & RESORTS

Hotel Abbey

Hotel accomodations for individuals and groups. Rates from \$8.50. Special Weekend Plan (Thursday through breakfast on Monday). Write for folder.

Miss Betty Kramer, Sales Mgr., 51st St. at 7th Ave., New York 19, N.Y. Ph: 212 CI 6-9400

(See ad on page 32)

Eden Isle

A new concept in resort and retirement living. A planned 500 acre island community. On Greers Ferry Lake, near Heber Springs, Ark.

—G. Tom Ayers, Eden Isle, Heber Springs, Ark.
Ph. FO 2-3111

The Mayflower Hotel

-Herschel E. Bennett, Dir. of Sales & Adv., Connecticut & DeSales Sts., N.W., Washington 6, D.C.

Pick Congress

Hotels, motels in 29 cities. Ideal locations. Superb convention facilities. Swimming pools at all motels. Write for brochures.

—Robert Lesman, 20 North Wacker Dr., Chicago 6, Ill. Ph: ST 2-4975

Schine Hotels

National chain of hotels, highway inns and unique resorts. Excellent convention, meetings, and tour facilities.
—Seymour L. Morris, 40 N. Main St., Gloversville, N.Y.

Ph: 4-7161

Sheraton Corporation of America

National and international sales, 85 Sheraton hotels. National and international tour headquarters c/o Park Sheraton, New York City

D.C. Ph.: CO 5-2000 D.C. Ph.: CO 5-2000

D.C.

TOUR OPERATORS

Allen Travel Service, Inc.

Complete travel service specializing in employee group tours, sales incentive programs and association travel.

—R. E. Lydon, 2037 East 14th St., Cleveland 15, O.
Ph. 216-861-6660

Alpha International

Travel service specializing in employee group tours. —Enzo Palmentola, Director, 200 W. 57th St., New York 19, N.Y.

(See ad on page 34)

American Express Co.

Complete travel service: travellers cheques, money orders, credit cards, foreign remittances, overseas banking, field warehousing, armoured cars, etc.

Kenneth J. Farley, Travel Sales Div., 65 Broadway, New York 6, New York Ph: WH 4-2000

(See ad on page 17)

Blue Cars, Inc.

Europe's largest and most experienced motorcoach tour

operators.

F. H. Thoelke, 11 West 42nd St., New York 36, N.Y.

Ph: OX 5-2135

Travel Tours for industrial recreation groups particularly bowling leagues and tournaments. Specialists in Miami, Caribbean, and South America.

-L. Pickett, 17601 N.W. 2nd Ave., Miami, Fla.

Ph: NA 4-1331

Happiness Tours/Journey's International
Experience, "know how," service, results in great value in
group and individual vacation travel.

-Colonel Benjamin Getzoff, (Division of E. F. MacDonald Travel Co.), 36 S. Wabash Ave., Chicago, Ill. 60603 Ph: ST 2-4900

(See ad on pages 9 & 10)

Overseas Travel Co., Div. of A. T. Henderson, Inc.

Wholesale travel with 30 years of experience operating incentive and employee groups throughout the world.

—Edward Morgenstern, Gen. Mgr., 2 West 45 St., New York, N.Y. 10036 Ph. MU 2-7110

Travel Headquarters, Inc.

Recreational and group travel programs for industry.
—Richard Revnes, 3420 Prudential Plaza, Chicago, Ill. 60601. Ph: 467-5400

Unitours, Inc.

Group fare and charter flight tours to Europe, Hawaii, Mexico, Caribbean, Orient, Round the World, South America.

Joseph Lubas, 60 East 42nd St., New York 17, N.Y. Ph: OX 7-9757

Universal Travel Agency
—L. Roupioz, 3 Rue Meyerbeer, Paris 9e, (Opera), France

Westworld Travel Service

Complete travel service, specializing in group travel arrange-

ments to all parts of the world.

—Walter J. Peters, 355 North La Cienega Blvd., Los Angeles 48,
Calif. Ph: OL 5-6202

CONVENTION BUREAUS

New York Convention & Visitors Bureau

The Bureau's purpose is to attract visitors to New York; it operates an official information center and distributes literature. Charles Gillett, Eileen Roddick-Roberts, 90 East 42nd St., New York 17, New York Ph. MU 7-1300

New York State Department of Commerce Promotion of New York State travel. —Helen A. Lynch, 112 State St., Albany 7, N.Y. Ph: GR 4-3738

VENDING

Automatic Vendors, Inc.

Automatic Vendors specializes in complete industrial feeding through vending machines or manual cafeteria service.

Stephen Lieberman, 655 20th Ave. N.E., Minneapolis, Minn. Ph: ST 1-6816

Canteen Co. of Minnesota, Inc.

Automatic vending machines.
—Tom Kirchmaier, 6310 Pennsylvania Ave., Minneapolis 23, Minn. Ph: UN 6-5091

Griswold Vending Co.

Vending machines, and pre-brewed coffee.

—J. L. Nevin, (Division of Northwest Automatic Products), 1204 Chestnut Ave., Minneapolis 3, Minn. Ph: FE 9-7731

The Coca-Cola Co.

Soft drinks in all sizes and types of packages and vending equipment for same.

Gilmer G. Weston, 310 North Ave., Atlanta, Ga. Ph: TR 5-3411

Madison Concessions, Inc.

-Thomas C. Funk, Pres., P. O. Box 71, Anderson, Ind.

Pepsi-Cola Co.

Pepsi-Cola, Teem, and Patio flavors.

—Bob Thomson, 500 Park Ave., New York 22, N.Y.
Ph: MU 8-4500

The Seven-Up Co.

Seven-Up in bottles, cans, and pre-mix. All types of 7-Up

vending machines and coolers.

—Joseph R. Schaack, Conv. Mgr., 1300 Dalmar Blvd., St.

Louis 3, Mo. Ph: GA 1-0960

Vendall Co., Inc.

Distributors and operators of all types of vending machines.
—Mr. Wm. A. Zuber, 1820 E. 38th St., Minneapolis 7, Minn. Ph: 729-7904

MISCELLANEOUS

Bulbhome

Employee flowerbulb program. Makes it possible for organizations to order flowerbulbs direct from Holland. Write for complete information.

—c/o Bulbhome, Sassenheim, Holland, Europe

Dowst Mfg. Co.

Strombecker Road Racing sets and accessories; also Tootsietoy

Road Racing sets and accessories.
—William F. Walter, 600 N. Pulaski, Chicago 24, Ill.

Ph: NE 8-1000

Eastman Kodak Co.

Kodak Carousel Projector, Model 550—Design—A round, 80 slide tray is positioned on top of the projector, and simple gravity feed drops the slides into projection position. -Mrs. Del Commisso, 343 State St., Rochester 4, N.Y.

Ph: LO 2-6000

Minnesota Mining & Mfg. Co.

Industrial tape, magnetic tape, Revere Camera equipment, copying products.

-E. C. Johnson, Jr., 900 Bush Ave., St. Paul 6, Minn. Ph: PR 6-8511

Studebaker Corp.

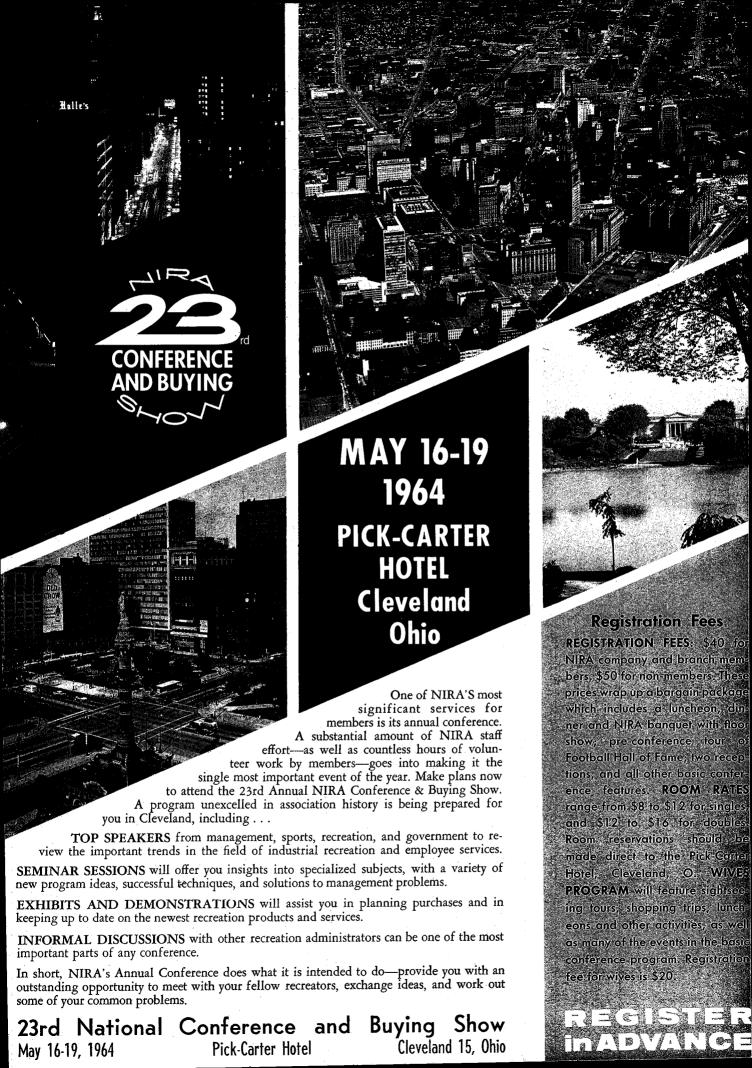
Studebaker automobiles, including the Lark Wagonnaire. —Hamilton, Ont.

Varsity Bowl, Inc.

Sponsors of the Dayton Journal-Herald National Industrial Team Bowling Tournament

-Harry Zavakos, 637 N. Main St., Dayton 5, O.

Ph: BA 2-6151



PM INDUSTRY ITEMS

Penna. Firm Cites Archery Lane Gains

A new automatic indoor archery range, developed by Archery Lanes, Inc., Conshohocken, Pa., is reportedly ready for production and distribution:

With the "Targ-O-Matic" range, in contrast with other earlier models of automatic archery ranges, the targets are permanently mounted, "self-healing," and an "electro-scoremaster" shows the exact spot where each arrow hits the target.

Arrows are returned automatically to an "auto-quiver."

New Midwest Industrial Basketball League Formed

The newly-formed Midwest Industrial AAU Basketball League opened play recently, when Akron launched a threegame road trip, visiting Chicago, Milwaukee, and Brownstown (Ind.) in that order.

The league will continue play through the end of February, 1964, with each games, two home and two away, for a total of 12 league games.

The four teams comprising the league include the Akron Goodyears (Goodyear Tire & Rubber Co., Akron, O.), Brownstown (Marion-Kay Products Co., Brownstown, Ind.), Jamaco Saints (Jamaco Co., Chicago), and Milwaukee (Allen-Bradley, Milwaukee).

Former college stars dot the rosters of all league teams. Long prominent in promoting industrial basketball, of course, are long-time NIRA members, Goodyear Tire & Rubber Co. and Allen-Bradley Co.

Bowling History Made During '62-63 Season

The American Bowling Congress, recalling the highlights of the past year, noted a number of "historic" events that occured during the '62-63 season:

Among them the ABC—

—approved the first all-synthetic bowling pin for use in sanctioned competition.

—selected the first men's team to officially represent the U.S. in international

competition.

passed four amendments to the ABC constitution to aid in the fight against handicap tournament cheaters, or sandbaggers, and unrealistic averages.

—pledged even more vigorous support of American Junior Bowling Congress.

Broadening of Spheres Is Answer to Idle Hours

In the past, only the wealthy have had the burden of too much leisure and too few interests to enjoy it, says nationally syndicated columnist Sylvia Porter. Now the forces of automation are bringing it to millions who have become accustomed to filling their days with time-consuming tasks.

If extended leisure time is inevitable, the answer, according to Miss Porter, is not necessarily more golf, gardening, and bowling; it's more education for the adult, to prepare the American worker for higher levels of literacy in the economic, political, social and cultural spheres.

Only by broadening these spheres of interest can the new abundant idle hours gain merit, says Miss Porter.

SHOOTING IS FUN!

For a safe recreational activity both relaxing and challenging, join the 250 Industrial Clubs now conducting shooting leagues and matches. Complete step-by-step information on how to get started with a National Rifle Association shooting program is available by writing to the address below.

You will receive literature explaining how to organize, plan for a range, obtain equipment, certify instructors, initiate programs and issue awards.

Shooting is one of the few sports in which both men and women can participate on an equal basis. Through leagues, tournaments, qualification programs and practice matches, employees can enjoy year 'round shooting fun.



NATIONAL RIFLE ASSOCIATION

1600 RHODE ISLAND AVE., N.W.

WASHINGTON 6, D.C.

Exotic BERMUDA . . . Prize Trip for Four





The Second Version—

A Bigger, Better Bridge Tourney

So well received was the First Annual NIRA Contract Bridge Tournament that it is back again this year in an even bigger and more exciting version. By this time all NIRA-member firms have received complete details and entry forms on the event.

As reported earlier in RECREATION MANAGEMENT, nearly 2,000 enthusiastic bridge players from NIRA-member companies participated in the first version of the tournament last April. NIRA confidently expects that participation will at least double in 1964.

The Second Annual Contract Bridge Tournament will be played in plants and cities across the U. S. and Canada on March 20, 1964.

The new tournament incorporates several rules changes, giving greater leeway to players in choosing teams and partners from non-employee ranks. For a complete wrap-up of key questions about the eligibility of bridge players for the tournament, see the following article.

The tournament has uncovered a wealth of interest in bridge playing among industrial employees—something long suspected by NIRA officials—and which Tournament Director R. Fred Canaday long believed existed in great depth. It was largely through his vision that the tournament was

initiated, and he will serve as coordinator of the event again this year as hundreds of new players take part.

Last year the contest had only one winning pair. Their reward was a trip to England and France, where they played bridge as the guests of recreation groups in the two countries.

This year, two pairs—East-West and North-South winning pairs—will be selected from the thousands of participants. The winning teams will be given an all-expense paid trip to Bermuda, where they will be guests of the American Contract Bridge League's Bermuda Unit, and will play team matches while there.

Players who enter the game on March 20 will play the same par hands, whether their game is located in Montreal, Los Angeles, Fairbanks, or Miami.

Even companies with a relatively small number of employees who play bridge, will find that they may wish to sponsor a game, especially under the liberalization of rules. A minimum of only six tables will qualify.

Proceeds from the tournament will again go to the NIRA Research and Education Foundation, and will be earmarked for the foundation's annual scholarship to a deserving student majoring in the recreation field.

ANSWERS TO QUESTIONS ABOUT THE ANNUAL NIRA PAR BRIDGE TOURNAMENT

We have received several questions involving the interpretation of rules for the Par Tournament. In addition, the eligibility rules for this year's tournament have been expanded. We think these questions and answers will provide a clear understanding of eligibility and make it easier for a successful promotion. We fully expect to double last year's participation! Start your promotion today!!

- Q. There is a sectional tournament sponsored by the local unit of the ACBL in our area over the weekend of March 20-22. May we play in our N.I.R.A. Par Tournament on Thursday, March 19?
- A. Sorry, all games *must* be played on Friday, March 20, 1964. No matter what date we selected, several locacations would have this problem. (No change from the 1963 regulation.)
- Q. Mr. Jones and Mr. Anderson are bona fide employes of member-company A.
 - 1. May Mr. Jones and Mrs. Anderson play as a pair?
 A. Yes. (Last year they would not have been eligible.)
 - 2. May Mrs. Jones and Mrs. Anderson play as a pair?
 - A. Yes. (This is also new—aimed at greater participation by family members.)
 - 3. How about Jones' son and Anderson's daughter?
 A. Yes. They'll probably beat the "old folks"!
- Q. Mr. Jones is employed by member-company A. Mr. Anderson is employed by member-company B. We know Mr. Jones and Mr. Anderson may play as a pair, but—
 - 1. May Mr. Jones and Mrs. Anderson play as a pair? A. No. (No change.)
 - 2. May Mrs. Jones and Mrs. Anderson play as a pair?
 A. No. (No change.)
- Q. Retirees are eligible, but how about a retiree's widow?
 A. Yes, if she plays with an eligible partner. (New).
- Q. We are the only member-company in our area. We have only 16 bridge players including all immediate family members. May we invite four ineligible pairs to play in order to obtain the required minimum of six tables?
- A. Yes. You may invite 40 ineligible pairs if you wish. They would enjoy the opportunity to play in a Par Tournament and NIRA would truly appreciate their \$1.00 donations to the Scholarship Fund. (No change.)
- Q. A tournament of this sort costs a lot of money. Did the NIRA Scholarship Fund actually receive any of the money collected?
- A. Yes. Thanks to the Association of American Playing Card Mfrs., co-sponsors, the fund received a check for \$300.00.
- Q. None of our club members have ever seen a PAR hand. Could you give us an idea of what one looks like?
- A. Yes. The following hand was Board No. 4 in the 1963 Tournament. West was the dealer. Five "par points" could be earned by the E-W players for arriving at a

contract of three no-trump, or for doubling any final contract by N-S higher than one spade.

S—K J 8 7 6 5 H—J 6 D—A 4 3 C—8 7 S—Q 3 H—A 10 7 D—J 10 8 7 5 C—A Q 10 S—4 2 H—K 9 5 3 D—Q 6 C—9 6 4 3 2

N-S pairs could earn a total of eight "par points": Four points for not playing either the jack or king of spades on the first trick and an additional four "par points" for defeating the contract—if they earned the first 4 points.

No "par points" could be earned by N-S for defeating the contract if North covered the Spade Q or played the jack at trick one, because all East had to do was duck the first round and N-S communications were destroyed. Cute, eh?

By the way, regardless of what contract was reached in the bidding at any table, East always had to play the hand at a contract of three no-trump and South had to lead the four of spades! These restrictions, found only in PAR Tournaments, eliminate the "luck" involved from weird bidding or inept opening leads.

- Q. Last year, suggestions for improving the tournament were solicited. We suggested pre-dealt random duplicate rather than PAR hands. Was this suggestion considered?
- A. Yes, by all means. The decision to hold another PAR tournament was a tough one, reached after considering all suggestions and comments. Here are some suggestions that were adopted.
 - Relaxation of eligibility rules to permit greater family participation.
 - 2. Instruct directors to set reasonable time limits to speed play.
 - 3. Leave "analyses" of hands off the travelling score sheets to reduce "post mortems."
 - 4. Have four national trip winners, one E-W pair and one N-S pair to facilitate a "team match" against Bermuda winners.
- Q. Can we get copies of last year's hands to use in a practice session? We didn't play in the first tournament.
- A. A very limited supply remains, but your club may obtain one copy by writing to The Association of American Playing Card Mfrs., 420 Lexington Avenue, New York 17, New York. (While the supply lasts, of course.)



NIRA Firms Work In U.S. Fitness Study

Adult Physical Fitness, a new home exercise program guide available through the Superintendent of Documents in Washington and put out by the President's Council on Physical Fitness, is now to be used in a pilot study of fitness among industrial employees.

Already underway, the program enjoys full cooperation of the National Industrial Recreation Association and a select few of its member companies. The Council on Fitness is coordinator of the program.

The purpose of the program is to determine the effectiveness of regular exercise in improving the health and efficiency of adults.

Only volunteers from the companies chosen may participate in the study, though all NIRA members are encouraged to make *Adult Physical Fitness* available to their employees.

Through a schedule of visits to the company medical clinic individuals will be closely studied according to their response to the exercises.



'Operation Tomcat' Begins! New NIRA Membership Effort

At the fall board meeting of the National Industrial Recreation Association in Washington, D. C., NIRA Membership Chairman Larry Deal, recreation director for Inland Manufacturing Div., GMC, took the wraps off the most concerted membership drive in NIRA's 23 year history. Incorporating both long and short range proposals for increasing membership, Deal said the NIRA was as interested in stopping drop outs and bringing in renewals, as in obtaining new members.

President-Elect System Adopted

At a top level meeting of the National Industrial Recreation Association in Washington, D. C., last month, the NIRA board passed a resolution to adopt the "president-elect" system, pending approval of a majority of members. In November, by overwhelming majority, the measure was voted in. The bylaw change will go into effect for the next national conference of the association—in Cleveland, May 17-19, 1964—when the next NIRA election will be held.

Sources high in NIRA noted some of the more evident advantages of the president-elect system. Through it a president actually serves a term of apprenticeship before taking office.

"It's no snap," said one board member, "to take over the administration of a national organization cold. This new system is intended to give more continuity to changing NIRA administrations."

"The president-elect will sit in on top-level planning meetings of the association, do some outside contact work for NIRA, and assist the president in other ways," said Don Neer, executive director.

"In short," he said "we feel that the president-elect will grow to be an indispensable part of the NIRA team in a very short period of time."

Board members at the meeting gave Deal a standing ovation for his preliminary work in preparing the campaign, which included drawing up a list of "most wanted members," and putting the operation plans for the drive in a booklet for distribution to board members, state chairmen, and other members.

Deal's efforts as membership chairman have been an eloquent plea for all members of the National Industrial Recreation Association to serve as field representatives for the organization and explain the value of membership to new members.

Through its advisory service, conferences, organizational services, research studies, reference library, RECREATION MANAGEMENT, and national tournaments and contests, NIRA offers company recreation directors assistance which they would be unable to obtain elsewhere without considerable effort and expense.

Deal announced that the recreation director who brings in a new member to NIRA will receive a chance on a televivision set at the annual conference of the association in May, in Cleveland.

Any member of NIRA, Deal said, is eligible for the prize, provided he brings in a new member.

Current membership, including branch and associate members, is upwards of 650—with new members coming in at a rate of about 50 per year.

RECREATION ROUNDUP

Three teams represented Timken Roller Bearing Co., Canton, O., in the 12th Annual Tam O'Shanter Industrial League Golf Tournament in Canton this fall. One of the teams placed third in the tournament.

Employees who were honored for their athletic prowess at a "champions" banquet given by General Electric, Cleveland, O., for its summer athletes represented the following activities: softball, volleyball, golf, miniature golf, horseshoes.

Chemstrand Co.'s intramural basketball program got underway in early December, in Greenwood, S.C., for both men's and women's leagues. Games are played at a local high school and YMCA.

Nineteen Kaiser Industries employees at Oakland, Calif., exhibited 30 of their paintings at an employee art show recently sponsored by the Oakland Art Museum and Kaiser Industries. The 30 selected paintings were from a total of 60 submitted by 25 Kaiser artists. Secretaries, accountants, architects, and execu-

tives in many fields were among the en-

Kris Kringle greeted children of Georgia-Lockheed employees in Marietta, Ga., on mid-December. As a means of controlling the event, printed IBM cards were sent out in advance of the party, which employees returned to the recreation office with the number of children inscribed on them. Tickets were then sent to the employees for use on the day of the party.

Employees of du Pont in Aiken, S. C., were invited recently to pack up their families and take them for a Sunday "unclassified" tour through the plant site. In accordance with plant security regulations, each family car had to be occupied by at least one employee with proper identification.

Delco Radio Div., GMC, has organized a basketball league for employees this season. Games will be played at a local school, with more than 100 Delco employees participating.

Volleyball is booming at Kodak Park Athletic Association this winter. On Tuesday and Wednesday nights the teams have been locked in tight competition and indications are now that the title will be in doubt until the closing weeks.



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NAMES IN THE NEWS

Goodyear Coach Hank Vaughn, whose basketball teams have posted a record of 309 wins and 130 losses, started his 11th season this fall. Vaughn succeeded Chuck Bloedorn, NIRA director who is recreation director for Goodyear.

Top brass at the Ravenswood plant of Kaiser Aluminun & Chemical Corp., feted recreation director, Roy (Pop) Ellington recently at a banquet in his honor.

Charles M. Christiansen has resigned as recreation supervisor for the Denver Parks and Recreation Dept. to take a position with the National Recreation Association.



EMPLOYEE TRAVEL ACTIVITIES

The travel club of the U. S. Department of Agriculture, in Washington, D. C., has a number of tours lined up for the 1964 travel year. Sixteen club members are scheduled for a tour around the world. In addition, there will be trips to the British Isles, and to Portugal and Spain. A large number of domestic tours are also scheduled, including a series of trips to the New York World's Fair.

B. F. Goodrich employees in Akron are getting set for travel in a big way during 1964. Trips planned include New York World's Fair; a combination Fair and Carribean Holiday; a Hawaiian Tour; and two 27 day trips to Europe.

Negotiations are underway to send a flight of Aerojet General employees to Europe in 1964 from Sacramento, Calif. Plans call for three weeks abroad for all Sacramento stationed employees.

Radio Corp. of America employees from Lancaster, Pa., will spend vacations in Europe during 1964. Total cost of the trip reportedly is \$449. Countries to be visited include England, Belgium, Germany, Austria, Switzerland, and France.

Reportedly, during the past three months, the employee football trip has proved quite popular. In Rochester, N. Y., for example, Stromberg-Carlson football fans traveled to Syracuse, N. Y., to watch Syracuse U. play Penn State.

Howard Schreiner claims that he has taken more foreign tours sponsored by the Ford Employee Recreation Association, Detroit, Mich., than any other employee. With the exception of one year, he has taken a trip every year since 1953.

Bausch & Lomb recreation mentors estimate that more than 200 B&L employees will sign up for a group trip from Rochester, N. Y., to the New York World's Fair next Memorial Day. Transportation will be by air conditioned recliner buses. Total cost: \$36.80.

NEWS FROM IRC AFFILIATES

Among the activities sponsored by the members of the St. Louis Industrial Recreation Council this winter are a six team basketball league; a ten-company bridge league; a choral group and a travel club. Bowling has been abandoned on the IRC level, because of insufficient participation last year. Pistol and table tennis matches are now under discussion.

Tournaments under consideration by the San Diego Industrial Recreation Council include table tennis, archery, and golf. Participating companies possibly will also sponsor a fashion show, and send a bus tour to Las Vegas for \$15.95 round trip.

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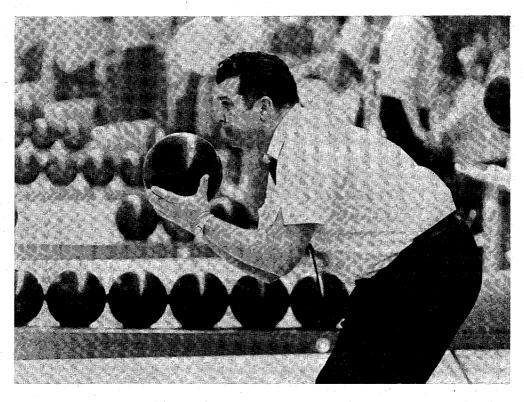












One Way to Spark Interest in Bowling

Recreation directors with sagging bowling programs might point out to local bowling proprietors the old saying that you can lead a horse to water, but you can't make him drink.

A bowling proprietor in the Southwest discovered that the adage applied to employees of a large local insurance company when he attempted to interest them in an industrial bowling league of their own.

The company already had a well-organized recreation club with an assortment of activities. The proprietor's problem was to get the employees to the bowling center as a group.

Posters and invitations would bring one or two people to his lanes, but the proprietor wanted a much larger group—as did the recreation director. The proprietor felt that once there, the employees would generate their own spontaneous interest in bowling.

The proprietor contacted the president of the company's employee recreation club. He extended an invitation to the entire club and their husbands and wives to be his guest for a free bowling party.

Bowling shoes, instructions and refreshments were all "on the house" for the insurance employees that night. Of a total of approximately 250 employees, 92 people accepted the invitation.

Coffee, soft drinks, and donuts, plus several inexpensive door prizes were given to the employees, who filled out registration cards at the door. The cards did more than qualify bowlers for prizes: they gave the proprietor information for follow-up.

During the course of the evening, a number of employees commented that bowling should be made a permanent part of the club's recreation program. The proprietor and his secretary circulated among the employees asking if they would be interested in forming a company league.

The result was an eight-team league, five members per team. The cost to the proprietor was reportedly less than \$30 for refreshments and door prizes—plus the cost of bowling, of course.

"It was a different and more effective way of getting to the employees," said the proprietor, who has also thrown similar parties for other companies in the area. "The cost isn't much, and it pays off.

"If I had posted an invitation on the bulletin board perhaps a handful would have shown up. But by making the party a special event on the club calendar, it was something new, novel, and different for them—a group activity—and a new league for the bowling lane."

National Industrial Recreation Association

BYLAWS

ARTICLE I-NAME

Section 1—Name: This Corporation shall be known as the National Industrial Recreation Association. It shall be a non-stock, non-profit corporation.

Section 2—Offices: The principal offices of the Association shall be in such locations as may be determined by the Board of Directors from time to time.

Section 3—Insignia: The Association shall have such official insignia as the Board of Directors may determine.

ARTICLE II—PURPOSE

Section 1—Aims and Objectives: The aims and objectives of the Association shall be to further the development of employee recreation as a benefit to the community, to industrial and commercial firms and to their employees; and as a means of improving relations between management and employees and between the employees themselves

In order to effectuate these purposes, the Association shall serve as a clearing house for the dissemination of information and ideas on employee recreation; shall assist its members in the solution of their specific recreational problems; and shall perform such other services as may be required to bring about better understanding and acceptance of employee recreation.

ARTICLE III—MEMBERSHIP

Section 1—Classification of Membership: Membership in this Association shall be divided into seven (7) classifications, as follows:

- Type A—Company memberships shall be available to those industrial and commercial firms and corporations or the employee recreation associations thereof, and their employees who are interested in the development and maintenance of employee recreation facilities and programs.
- Type B—Individual memberships shall be available to individuals interested in Association activities and objectives who are not connected with an industrial or commercial firm or corporation or an employee organization.
- Type C—Associate memberships shall be available to industrial and commercial firms and corporations and to trade associations or other organizations interested in the growth of employee recreation or in contributing funds for the development of specific projects or phases of employee recreation programs.
- Type D—Affiliate memberships shall be available to other associations or organizations whose purposes are consistent with or related to those of this Association. These may include local amusement parks, sporting goods dealers, bowling establishments, etc.
- Type E—Honorary memberships may be conferred upon persons rendering outstanding contributions to the industrial recreation movement, or related fields.
- Type F—Student memberships shall be available to students majoring or minoring in the field of recreation at a college or university where such training is offered.
- Type G—Industrial Recreation Council affiliation memberships are open to cities who have organized councils or associations comprised of business and industry in a given area.

All applications for membership shall be subject to the approval of the Executive Committee.

Section 2—Membership Fees: Annual membership fees in the Association shall become due and payable on acceptance of a membership and thereafter on the first day of the calendar month following the anniversary of the original acceptance of the membership according to the following schedule:

AA—Companies with less than 500 employees	35.00 65.00 95.00
Type B—Individual Memberships	15.00
Type C—Associate Memberships	250.00
Type D—Affiliate Memberships. Type E—Honorary Memberships. Type F—Student Memberships Type G—Industrial Recreation Council Affiliation	No fee. 2.00

Type A—Company Memberships:

Section 3—Rights and Privileges of Membership: All members of the Association in good standing shall be eligible to all rights and privileges of membership as established by the Bylaws and, from time to time, by the Board of Directors, except that:

- (a) Company members shall have the sole right to vote on affairs of the Association through their duly designated and accredited representatives at the rate of one vote per membership.
- (b) Duly authorized officers or executives representing Company members shall have the sole right to hold an elective office or directorship of the Association. This right shall automatically terminate 60 days after an officer or director ceases to be in the employ of the company he represents, unless within 60 days he again becomes the representative of a Company member.
- (c) Non-voting branch and/or division firms are not eligible to vote or hold office.
- (d) Not more than two members of the Board of Directors shall be from the same member company or its subsidiaries.
- (e) If the designated company representative is unable to attend the annual meeting, it is the member company's duty to notify the executive secretary in writing 24 hours prior to the annual meeting, and the individual voting in his stead must be employed by the member company for which he is voting.

Section 4—Delinquency and Termination of Membership: Any member failing to pay annual dues within ninety (90) days after due date shall be considered delinquent and dropped from membership in the Association. Memberships terminated by reason of delinquency may be restored within the ensuing year upon payment of one year's dues from the beginning of the delinquent period, upon the approval of the Executive Committee.

ARTICLE IV—OFFICERS

Section 1—Officers: The officers of this Association shall be President, President-Elect, four (4) Vice-Presidents, a Treasurer, Director of Research and Education and an Executive Director.

- (a) The President-Elect and four Vice-Presidents shall be elected from the Board of Directors by the Members in good standing as hereinafter provided.
- (b) The Treasurer shall be appointed by the President, with the approval of the Board of Directors, following the annual election of officers.
- c) The Executive Director shall be appointed by the Executive Committee, with the approval of the Board of Directors, and shall hold office until his resignation or removal by the Board of Directors.

(d) The Director of Research and Education shall be appointed by the President, with the approval of the Board of Directors, following the annual election of officers.

Section 2—Duties of Officers Generally: The duties and powers of the officers of the Association shall be such as are by general usage indicated by the title of the respective offices except as may be otherwise specified by these Bylaws or prescribed by the Board of Directors.

- (a) President: The President shall act as presiding officer of the Executive Committee, Board of Directors and general meetings of the Association. He shall perform such other duties as are by general usage indicated by the title and specified or prescribed by these Bylaws or the Board of Directors.
- (b) President-Elect: Understudy the duties of the president.
- (c) Vice Presidents: Each Vice-President shall be placed in full charge of a specific phase of the general program of the Association, with the approval of the Board of Directors, and shall perform such other duties as may be prescribed.
- (d) Treasurer: The Treasurer shall have general supervision over all funds and assets of the Association and shall cause to be kept full and accurate records of all receipts and disbursements. He shall render to the Board of Directors, at periodic intervals, an account of the financial condition of the Association and shall prepare and submit for approval of the Board of Directors the budget of the Association. The Treasurer shall also perform such other functions as the Board of Directors may direct from time to time.
- (e) Executive Director: The Executive Director shall, with the advice and counsel of the President, Executive Committee and Board of Directors, be in charge of the operation of the Association's executive offices and shall be responsible for and empowered to conduct details of Association operations according to policies and regulations established by the Board of Directors. He shall be a member, ex-officio, of the Board of Directors, Executive Committee and all other committees and maintain full records and minutes thereof. He shall give notice of all meetings of members or Directors when and as herein provided and shall perform such other duties as may be prescribed by the Board of Directors from time to time. The Executive Director shall be bonded to an amount established by the Board of Directors. The Executive Director shall be required to report to the Board of Directors annually as to the progress of the Association since the last annual meeting.
- (f) Director of Research and Education: The Director of Research and Education shall, with the advice and counsel of the President, the Executive Committee and the Board of Directors, be in charge of all research projects and educational activities of the Association and shall perform such duties as may be prescribed by the Board of Directors from time to time.

Section 3—Vacancies in Office: If the office of President or any other elective office of the Association become vacant by death, resignation, disability or otherwise, the Executive Committee shall nominate one or more persons for the unexpired term for which the vacancy exists. Names of such nominees shall be submitted by referendum to the Board of Directors of the Association and all votes must be cast within the period specified in the notice of the referendum vote. No nominee shall be declared elected to the vacancy unless he shall receive a majority of the votes cast by Directors of the Association. In the interim period the office of President shall be filled by the immediate Past-President.

Section 4—Term of Office: All elected officers of the Association shall serve for a period of two years or until their successors are duly qualified and elected. The Treasurer and Director of Research shall serve for one year or until a successor has been appointed. The President of the Association is eligible for re-election as president five years after the year of his previous election to the office of president.

ARTICLE V—DIRECTORS

Section 1—Number of Directors: The control of this Association shall be vested in a Board of Directors which shall consist of duly elected board members of the Association in good standing, the immediate Past-President, and the duly appointed Director of Research and Education and the Treasurer.

Section 2—Duties and Powers of Directors: It shall be the duty of the Board of Directors to control and direct the affairs of the

Association and its property. It shall have the power to perform such other functions as are generally indicated by its name and do all lawful acts and things as are not, by these Bylaws, directed to be exercised by the members.

Section 3—Vacancies on the Board of Directors: If, for any reason whatsoever, a Directorship of the Association becomes vacant, the Executive Committee shall nominate one or more persons for the unexpired term for which the vacancy exists and submit such nominations to the Board of Directors for referendum vote. No nominations to the Board of Directors for referendum vote. No nominations to the declared elected to the vacancy unless he shall receive a majority of the qualified votes cast within a period specified in the notice of such vote.

Section 4—Term of Office: The elective Directors of the Association shall serve for a period of two years or until their successors are duly qualified and elected at the annual regional meeting. The total number of Directors will be based on the number of company memberships within each region, as of 24 hours prior to the day of the annual regional meeting, not to exceed a total of four Directors per region.

- (a) Regions with up to 50 member companies shall be represented by a total of two (2) Directors.
- (b) Regions with 51 to 75 member companies shall be represented by a total of three (3) Directors.
- (c) Regions with 76 to 100 member companies shall be represented by a total of four (4) Directors.

Section 5—Eight Geographic Regions: For voting purposes the eight geographic regions of the United States and Canada, are as follows: (See map on page 4.)

Region One (East): The States of Maine, New Hampshire, Vermont, Massachusetts, Connecticut, Rhode Island, New York and New Jersey.

Region Two (Mid-East): The States of Pennsylvania, Maryland, Delaware, Ohio, Kentucky, Virginia, West Virginia and District of Columbia.

Region Three (Midwest): The States of Michigan, Indiana and

Region Four (South): The States of Tennessee, North Carolina, South Carolina, Mississippi, Alabama, Georgia and Florida.

Region Five (Northwest): The States of Wisconsin, Minnesota, Iowa, North Dakota, South Dakota, Nebraska, Montana, Wyoming.

Region Six (Southwest): The States of Kansas, Missouri, Oklahoma, Arkansas, Texas, Louisiana, Colorado and New Mexico.

Region Seven (West): The States of California, Nevada, Utah, Arizona, Hawaii, Washington, Idaho, Oregon and Alaska.

Region Eight (Dominion of Canada): The Provinces of Alberta, British Columbia, Manitoba, New Brunswick, Nova Scotia, Ontario, Prince Edward Island, Quebec, Newfoundland and Saskatchewan.

ARTICLE VI—MEETINGS

Section 1—Annual Meeting: The time and place of the annual meeting of the Association shall be determined by the Board of Directors or, at their direction, by the Executive Committee.

Section 2—Special Membership Meetings: Special meetings of the membership may be called by the President with the approval of the Board of Directors, by the Board of Directors, or by any elected officer of the Association at the written request of not less than forty (40) per cent of the members in good standing.

Section 3—Directors' Meetings: The Board of Directors shall meet on dates to be determined by it, upon call of the President, or by any elected officer of the Association at the written request of not less than forty (40) per cent of the qualified Directors.

Section 4—Notice of Meetings: Notice of all meetings of the Association or its Board of Directors must be issued by the Executive Secretary not later than thirty (30) days in advance thereof. If such be a special meeting, said notice must be accompanied by a statement of the purpose of such meeting and no other business shall be considered other than that specifically stated.

Section 5—Quorum: A quorum for any duly called regular or special meeting of the Association shall be twenty (20) per cent of the members in good standing. A quorum for any regular or special meeting of the Board of Directors shall be a majority of the qualified Directors. A simple majority of the accredited votes cast at any regular or special meeting of the membership or Board of Directors shall be necessary for the approval of any questions except as otherwise provided in these Bylaws.

ARTICLE VII—COMMITTEES

Section 1—Executive Committee: There shall be an Executive Committee composed of the President, President-Elect, the Vice-Presidents, the Treasurer, the immediate Past-President and the Executive Director, the latter ex-officio. The Executive Committee shall meet on dates to be determined by it, upon the call of the President or by a majority of its number. During intervals between meetings of the Board of Directors the Executive Committee shall advise with and aid the individual officers of the Association and shall generally perform such duties and exercise such powers as may be delegated by the Board of Directors. A quorum for any meeting of the Executive Committee shall be a majority of that committee. Section 2—Advisory Committee: The President shall appoint an advisory committee of not less than three individuals from the past-presidents who shall be available for such duties as he may assign.

Section 3—Nominating Committee: The President shall appoint the Chairman of the Nominating Committee not less than ninety (90) days preceeding the annual meeting of the Association. The chairman shall choose his own committee, of not less than five (5) members, from among the members in good standing giving due consideration to the geographical distribution of the membership. The committee should also represent a true cross-section of the membership as far as is possible. The Nominating Committee shall solicit suggestions from the membership and present a suggested slate of officers to be voted upon at the annual meeting. (This is done by the most recently elected regional director who polls his region and reports the results to the chairman.)

Section 4—Resolutions Committee: A Resolutions Committee shall be appointed by the President at such time and in such manner as he may determine except that the Chairman shall be named with the approval of the Executive Committee.

Section 5—Other Committees: The President shall have the power to appoint such other special or standing committees as may be deemed necessary to the best interests of the Association except as may be otherwise provided by these Bylaws.

ARTICLE VIII—ELECTIONS

Section 1—Recommendations: Sixty (60) days prior to the annual meeting the Executive Director shall issue, to all members in good standing, announcement of the appointment of the Chairman of the Nominating Committee, and invite written recommendations for all elective offices and directorships of the Association which shall become vacant at the forthcoming annual meeting. Such written recommendations, to be considered by the Nominating Committee, must be received in the Executive Offices of the Association not later than ten (10) days prior to the annual meeting.

Section 2-Number of Nominees: The Nominating Committee shall

nominate not less than one candidate for each elective office and directorship of the Association. Immediately following the report of the Nominating Committee, in the order specified herein, additional nominations for the Board may be made from the floor by voting members located in the same region as the person they nominate. All present elected Board members and incoming directors, except the president, are eligible to run for president-elect. No person shall be nominated for any office or directorship without that person's consent.

Section 3—Order of Nomination and Election: The order of nomination and election shall be as follows:

- (a) Directors at eight (8) scheduled regional meetings, preceding annual meeting.
- (b) President-Elect at annual meeting.
- (c) Four (4) Vice-Presidents at annual meeting.

Section 4—Voting: Voting shall be by written ballot except where the number of candidates does not exceed the number of vacancies, *President-Elect*: The candidate receiving the highest number of votes for the office of President-Elect shall be declared elected.

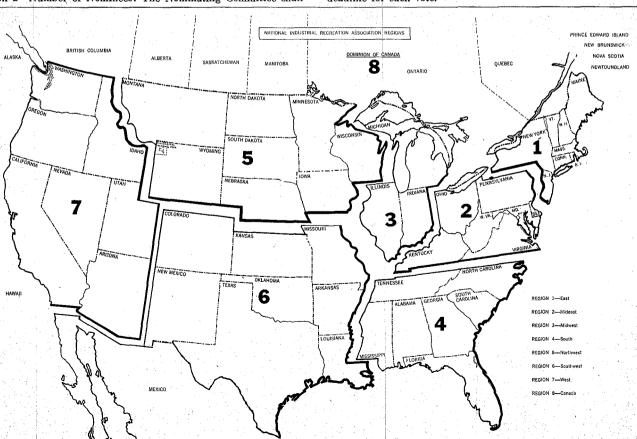
Directors: The candidate for Director in each of the Eight Regions receiving the highest number of votes cast in his Region at the annual regional meeting shall be declared elected.

- (a) If three Directors are to be elected, the two Directors receiving the greatest number of votes will be elected for two year terms and the third Director will serve for a one year term.
- (b) If the President-elect has an unexpired Board term, it will be filled automatically by the runner up in his region's election of Directors.

Vice-Presidents: If the number of candidates for Vice-Presidents exceeds four (4), then the four receiving the highest number of votes shall be declared elected.

ARTICLE IX-AMENDMENTS

Section 1—Amendment by Meetings: These Bylaws may be amended at any meeting of the Association upon the affirmative vote of two-thirds of the accredited members present and entitled to vote provided that a copy of the proposed amendment for consideration at such meeting shall have been mailed, together with notice of the time and place of said meeting, to every member in good standing not less than twenty-one (21) days prior thereto. Section 2—Amendments by Referendum: These Bylaws may also be amended by referendum upon the affirmative vote of two-thirds of the members voting, provided that the form, content and dates of such referendum shall have been approved by a two-thirds majority of the Board of Directors, and provided that a copy of the proposed amendment shall have been mailed to each member in good standing not less than twenty-one (21) days prior to the deadline for such vote.



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R-M YEARLY INDEX

HOW TO USE: Every complete article of consequence is classified in this index, which is intended to serve as a ready guide to all R/M topics in 1963. MAJOR FEATURES: Features of one-half page or more are printed in boldface type, and are cross-referenced—alphabetically—by topic and title. MINOR ITEMS: All minor items appearing in R/M during the past year are classified by topic only—Archery, Baseball, and so forth—and are printed in lite face.

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AFTMA

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N-**NIRA**

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(Regioning with the Jun Jul, 1963, issue

(Beginning with the Jun-Jul, 1963, issue, R/M contains the NIRA Newsletter, including reports on all NIRA projects. meetings, projects, tournaments, contests, elections, etc.; also includes monthly col-umns "Tournaments & Competitions", "IRC Affiliates," "Recreation Roundup," "Changes in the Lineup," "Travel Activi-ties," and others.

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Industrial Athletes Pushovers?—Aug, 4
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Youth Sports Gets Hand from Industry -Mar, 12

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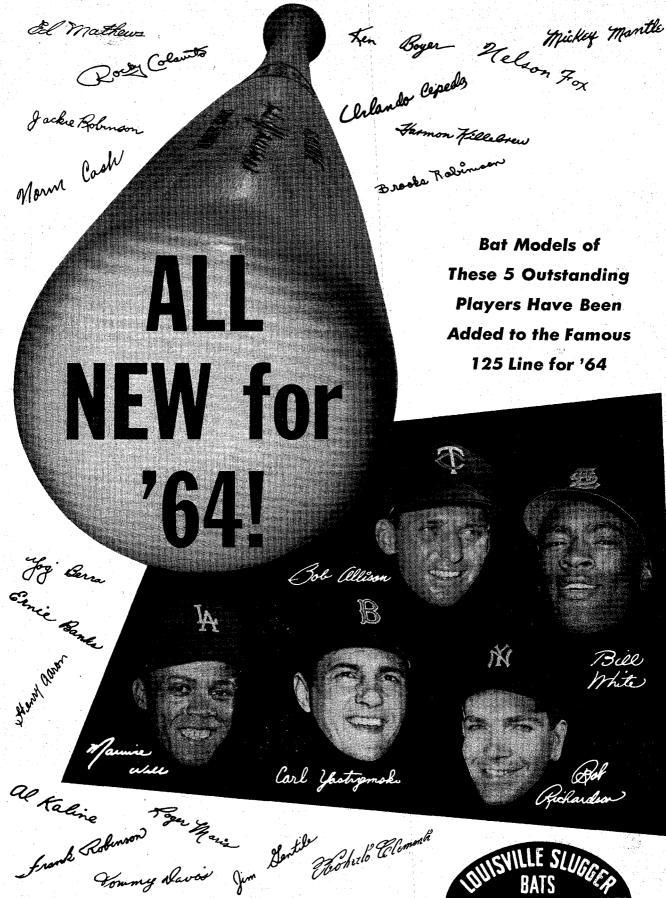
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